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# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LXXIII. NEW YORK, NOVEMBER 10, 1910.

No. 6.



UNIV. OF MICH.  
NOV 14 1910  
GENERAL LIBRARY.

Years ago we did some advertising for a Pennsylvania firm. So many years have elapsed that few here recognized the head of the Company when he called recently to arrange advertising for a new article which they have developed, and which brings them again within the field of general advertising. The details are arranged and we are to have the satisfaction of serving them once more.

Only recently we received an order from the son and grandson of a man who patronized this firm forty years ago. Three generations represent a long time in business, especially in the advertising business.

It is perhaps needless to say that it gave us great pleasure to be remembered in so practical a way by old clients. We shall do our utmost to show these gentlemen that the ripe fruit of the Ayer & Son advertising tree is at least as good as the early windfalls.

Philadelphia

New York

Boston

Chicago

**The  
Mystery of  
the 37th Son**



**Standard Farm Papers**

are **Home and Farm, Louisville**  
**The Oklahoma Farm Journal**  
**Farm** **The Ohio Farmer**  
**Papers** **The Michigan Farmer**  
**Known** **The Breeder's Gazette**  
**Value** **Hoard's Dairymen**  
**of** **Wallaces' Farmer**  
**The Kansas Farmer**  
**The Wisconsin Agriculturist**  
**The Indiana Farmer**  
**The Farmer, St. Paul**

**T**HIS will relieve the mind of the man who fears the world is doomed to starve to death.

It will also drive a nail in the error that the farmers' boys desert the farm.

Last June 37 "Farmers' Boys" graduated from Ames College, Iowa.

Thirty of them went directly back to the farm.

Four are teaching in Agricultural Colleges.

One is Assistant Editor of an Agricultural Paper.

One went into his father's Farmer's Bank.

And the 37th Son is untraceable—probably lost in the "maelstrom of the City."

**One out of 37!**

\* \* \* \* \*

How many City men think well enough of their business prospects to bring their boys back from college into their own line? Not one in ten!

Just think that over.

And then remember that Standard farm papers are concentrative mediums. They reach a given State or class.

Through them you reach a class who see clear sky and smooth sailing ahead of whom prosperity has made optimists.

And you can work from State to State as your salesmen work unifying supply with demand and expanding to a country campaign as the profits from intensive salesmanship warrant it.

Would you like to profit by the experience of others? Address

Wallace C. Richardson, Inc.,  
 Eastern Representatives,  
 41 Park Row,  
 New York City.

Geo. W. Herbert  
 Western Representative  
 First National Bank Bldg.  
 Chicago

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXIII. NEW YORK, NOVEMBER 10, 1910.

No. 6.

## PRESIDENT TAFT'S PROPOSAL TO TAX ADVERTISEMENTS IN MAGAZINES.

THE ADMINISTRATION'S IDEA NOT NEW, BUT PROVED IMPRACTICAL BEFORE THIS—THE FALLACY OF MAKING ADVERTISING AND EDITORIAL DISTINCTIONS—WHY NOT PUT IN EFFECT THE OVERSTREET-CARTER BILL?

By P. S. Collins.

Circulation Manager, Curtis Publishing Co., Philadelphia.

The suggestion made by President Taft and Postmaster-General Hitchcock that the rate of postage paid upon magazines shall depend upon the relative amount of space devoted to literary matter and to advertisements is not a new one. That idea was proposed at the last session of Congress, when the whole subject of second-class postage rates was under discussion, and little can be added to the information then presented, which information is available to any one interested, in the pages of the Congressional reports then printed. At that time the representatives of the Periodical Publishers' Association, as well as numerous other publishers, who appeared before the Committee on Post-offices and Post-roads, pointed out the injustice of such a system, as well as the practical impossibility of its enforcement. The idea was then abandoned by the most experienced and practical members of that committee as being both unwise and not feasible.

That the advertisements which appear in magazines are responsible for a large part of the most profitable portion of the business of the post-office department there can be no doubt. At the hearings referred to one concern alone tes-

tified that during the preceding year they had received solely as the result of their advertisements in magazines over 4,000,000 pieces of first-class matter and that, during the same period, they had mailed in response to those answers from magazine advertisements about 2,000,000 pieces of first-class matter and about half a million pieces of fourth-class matter, all of which paid a profit to the Government. This is only one of thousands of instances which might be quoted showing the profit which accrues to the department from magazine advertising and is indicative of the extent to which the most remunerative part of the department's business depends upon it. If there is any portion of a magazine which pays its own way, it is the advertising section.

As an indication of the physical difficulties which would ensue from such a policy of charging one rate for the literary section of a magazine and another rate for the advertising columns, the business of The American News Company may be quoted. This concern sends from its various branches to about 30,000 news-dealers a portion of the edition of practically every magazine published in the United States. Their shipments number millions of copies monthly and nearly every shipment is made up of several publications. One can picture the difficulties arising from attempting to measure up the relative advertising and literary space in each magazine contained in each of these thousands of bundles and the collection of postage on that basis.

The idea of charging a higher rate on the advertising portion than on the literary portion of a magazine, while it makes a certain popular appeal to the un-

thinking person, is a mere distinction without a difference. Everyone in any way familiar with the publishing business knows that the subscription receipts of any general magazine do not nearly pay for its mechanical and editorial production, and that the present subscription price of magazines is possible only because a considerable part of the advertising revenue goes into the production of the publication and is thus passed along to the magazine-reading public. Whether an increase in the cost of mailing be technically regarded as applying to the advertising portion alone or to the literary portion alone, or to the magazine as a whole, makes no difference. The American magazine as it now exists cannot be published without the advertising revenue from which the cost of production must to a considerable extent be met, and any increase in the postal rate, in whatever guise it may be presented, can be met only by an increased subscription price to the reader.

This will inevitably mean the discontinuance of many of the weaker and cheaper publications of limited circulation. To these, any material increase in the rate of postage would make necessary an increase in the subscription price so large in proportion to their present subscription rate that the public generally would, undoubtedly, refuse to pay it.

At the last session of Congress there was presented for the second time the Overstreet-Carter Bill, the measure being re-introduced simultaneously by Senator Carter and by Chairman Weeks, of the Postal Committee in the House of Representatives. This measure was originally prepared by a special committee appointed at the preceding session to draft a bill dealing with the whole postal situation. It had as its object the introduction of some modern business methods in place of the antiquated, extravagant and unbusinesslike system under which the Post-office Department now labors. It was a most complete and effective measure, drafted

after months of elaborate investigation made by the Committee and by a large corps of business accountants engaged for the purpose. The bill proposed to a considerable extent to remove the Department from political influences and was based on those principles which characterize any large business or corporation conducted under modern conditions. Its enforcement would have entailed enormous savings in the administration of the Department's business. This bill never reached a vote.

Let this Overstreet-Carter Bill be passed and if, after a trial, the Post-office Department shows a deficit due to transportation of second-class matter, neither the publishers nor the public will object to a higher rate of postage, not alone upon magazines, but upon newspapers. Until such a measure is put into operation, however, and the Department placed on a proper business footing, there must always remain much doubt in the minds of the public as to the sincerity of those pleading for economies in this great branch of the Government's service.

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#### MEETING OF THE RED ROOSTERS OF CHICAGO.

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The Red Roosters held their monthly meeting at the LaSalle Hotel on Saturday last. Over thirty members attended and five candidates were initiated. The meeting was one of the most interesting, as well as enjoyable, that the Red Roosters have yet held. This organization has shown that it has a serious purpose in the betterment of advertising and advertising men in general. The class of men that the organization is attracting is representative of the different fields and the Red Roosters bids fair to be one of the leading advertising organizations in America.

The list of speakers was as follows: John Faber, sales manager of the Yours Truly Pork and Beans Company, toastmaster; Louis Brush, advertising manager of the American Radiator Company, Chicago; G. H. E. Hawkins, advertising manager, N. K. Fairbanks Company, Chicago; Stanley Clague, president of the Clague Advertising Company, Chicago; Guy Osborne, Chicago; James Buchanan, of N. W. Ayer & Company, and William H. Rankin, vice-president of the Mahin Advertising Company. The next meeting of this organization will be held the first Saturday in December.

# An Unparalleled Achievement

In a single month THE CHICAGO TRIBUNE has increased its net paid daily circulation by 47,193 copies—more than the total circulation of some metropolitan newspapers. This is the greatest legitimate increase in net paid circulation ever made in one month by any metropolitan newspaper.

On Monday, October 3rd, THE CHICAGO TRIBUNE reduced its daily price from two cents to one cent in Chicago and suburbs. Here is the response of the people of Chicago to the opportunity thus offered to them:

Average net paid daily circulation Oct. 3rd to 31st,		
1910	221,634	
Net paid daily circulation Saturday, Oct. 1st, 1910	174,441	
Increase resulting from price reduction	47,193	

The growth of THE CHICAGO SUNDAY TRIBUNE is no less marvelous, though not stimulated by a reduction in price. Here are the circulation figures for The Daily and Sunday Tribune for the past five years:

Year	Average Daily Circulation	Average Sunday Circulation
1905	150,048	229,887
1906	158,931	246,373
1907	159,754	315,841
1908	160,641	292,636
1909	173,701	295,412
<b>October 3rd to 31st, 1910</b>	<b>221,634</b>	<b>350,539</b>

THE TRIBUNE made this important change in price at a time when its circulation was the largest in its history. It made this change upon the rising tide of its prosperity, with its readers steadily growing in numbers, its advertising steadily increasing, its success steadily broadening and solidifying. THE TRIBUNE recognized that to many readers who appreciate the qualities that have made THE TRIBUNE a great journal in the true sense of great journalism, the two-cent price had been prohibitive. THE TRIBUNE wanted those readers and they always have wanted THE TRIBUNE.

The publishers of THE TRIBUNE acknowledge with grateful appreciation the response of these readers to the opportunity which THE TRIBUNE offered them.

## The Chicago Tribune

The World's Greatest Newspaper

# 1,423,429

## Population

### Metropolitan Boston is

**The 4th City in the United States**

**The 10th Largest City in the World**

**The Home of One of the Ten**

**Greatest Newspaper Properties**

**in the World—The Boston Globe**

The population of metropolitan Boston, according to the 1910 national census, is 1,423,429.

All of the territory included in the metropolitan district is within 35 minutes' ride of Boston's City Hall.

Boston, the financial and business center of New England, is the wealthiest city in the United States.

That Boston is the home of one of the ten largest newspaper properties in the world—the Boston Globe—is especially pleasing to all residents of New England.

That Boston merchants and advertisers from all parts of the United States consider the Globe one of the best advertising mediums in existence is another compliment to the quality and the stability of the intelligent thousands who make the Boston Globe their family newspaper.

**The Boston Globe is the Best Advertising  
Medium in New England, the Most  
Prosperous Section in the United States**

# SOME FACTS

## About One of the Ten Largest Newspaper Properties in the World— The Boston Globe

### Circulation

Boston Daily Globe averages for the past three months:

August .....	178,805
September .....	180,949
October .....	181,128

The Boston Daily Globe is a two-cent newspaper with a larger circulation than that of any other two-cent newspaper published in the United States.

Boston Sunday Globe averages for the past three months:

August .....	312,592
September .....	313,017
October .....	320,170

The Boston Sunday Globe's circulation is not equaled by more than four Sunday newspapers in the United States.

### Advertising

The total advertising in the four Boston newspapers having Daily and Sunday editions for the 10 months ending October 31, 1910, was:

1. **The Globe . . . 6,638,134 Lines**  
Showing a gain of 602,808 lines over the same ten months in 1909.
2. **Second Paper 4,477,510 Lines**
3. **Third Paper . 4,197,760 Lines**
4. **Fourth Paper 3,036,600 Lines**

The above totals include all kinds of advertising, from the big department store to the smallest want ad.

During the ten months ending with Oct. 31, 1910, the two Boston papers carrying the want business printed the following totals:

**The Boston Globe . 411,539 Want Advt.**  
**Second Paper . . . 112,260 Want Advt.**  
**Globe's Lead . . . 299,279 Want Advt.**

The Boston Daily Globe, a two-cent newspaper, is circulated in the homes of the people of Boston and New England who answer advertisements, and who have the money with which to respond to them liberally.

The Boston Sunday Globe is recognized as one of the best advertising mediums in the world. It covers its territory more thoroughly than any other publication in the United States.

**Liberal advertising in the Daily and Sunday Globe will increase your business and profits in Boston and New England**

## PICKING THE LEADER FOR FAMILY OF PRODUCTS.

### HOW TO SECURE THE BEST CHANCES OF SUCCESS — CONSIDERATIONS NECESSARY TO ANALYZE FIRST.

By Charles S. Pearce,  
Advertising Manager, B. J. Johnson  
Soap Co., Milwaukee.

The "family of products" idea has taken a firm hold (as its success surely entitles it to) and such examples as Heinz, Sanitol and Fairbank loom large on the advertising horizon. All such successful campaigns have been started by the establishment of some *single* article in an absolutely unassailable position on the market. In some cases the "family" has grown up around this first success; in others the leader has been selected with careful consideration of its adaptability to the place which it was destined to occupy. Both methods have had their great successes and the end is surely not yet.

The selection of the leader, from the list of products already being turned out by a long-established factory, is sure to present many difficulties. The manufacturer must approach the situation with a wide vision. The articles which are to follow this leader are to profit by its virtues and each at a time lean more or less on it for temporary support. They are destined for a national, if not international, distribution; the introduction must, therefore, be such that these developments may follow naturally and logically. The selection of the leader may make or break the entire scheme by its qualities of appeal to the public or its lack of them.

#### POINTS TO BE CONSIDERED IN SELECTING A LEADER FOR ADVERTISING.

##### *Quality.*

Is it a repeater?

Is it the quality that you wish to represent as the standard of quality of goods of your manufacturer?

##### *Elements of Popularity.*

Is the price a popular one?

Are there points concerning the article that can be emphasized in the advertising to give it a distinctiveness?

Is there a connecting feature or

mark that will connect it with other articles you manufacture and thus help popularize the entire line?

Is the appearance attractive?

##### *Margin of Profit.*

Is the margin between cost of production and selling price enough (1st) to afford a liberal advertising allowance; (2d) to afford a reasonable profit?

##### *Application to General Distribution.*

Is it an article suitable to all conditions in the entire territory in which you intend to advertise it?

(1st) as to climate,

(2d) industrial conditions,

(3d) nationality of people,

Will freight rates to some points consume your profits?

Can you make a uniform selling price?

Can you vary the weight or size of article to overcome high freight points?

That so many considerations should arise in the making of a choice like this is no doubt a revelation to those who have never had such an article to select. Yet that there is not one of these here set forth which is of less than vital importance.

## HOW WESTERN MICHIGAN IS RAISING ADVERTISING FUNDS.

The development of Western Michigan is expected to go forward during the coming year faster than at any time in the past. The supervisors of the several counties of the western part of the state are making provisions to aid the work being carried on by the Western Michigan Development Bureau with headquarters at Traverse City. The boards of the counties of Leelanau, Grand Traverse, Benzie, Newaygo, Lake Ottawa, Kalkaska, Massaukee and Antrim have made advertising appropriations for the 1911 campaign. The appropriations in most cases are amounts equal to one-tenth of one mill of the assessed valuation of the several counties, except in the case of counties having a valuation greater than \$10,000,000, when the appropriation has been \$900. It is expected that about \$10,000 will be contributed by the counties. When there is added to this sum the contribution of the transportation interests of the Western Michigan territory it is believed that the sum total for development purposes will be raised to \$25,000.

## A QUICK-THINKING ADVERTISER.

It happened in Topeka. Three clothing stores are on the same block. One morning the middle proprietor saw to the right of him a big sign—"Bankrupt Sale," and to the left—"Closing Out at Cost." Twenty minutes later there appeared over his own door, in large letters—"Main Entrance."—*Everybody's Magazine.*

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**MOST** Philadelphia advertisers and many national advertisers, have found out to their profit that they can, by concentration in the

# Philadelphia Bulletin

cover Philadelphia and its environs at one cost.

Rate 30 cents an agate line.

It makes no difference whether your story takes an inch or a page, you get the greatest volume of effectiveness by using "The Bulletin."

The circulation of "The Philadelphia Bulletin" is larger than that of any other daily newspaper published in the entire state of Pennsylvania.

## October Circulation

NET PAID DAILY AVERAGE

# 241,632 Copies

"The Bulletin" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

William L. McLean, Publisher

Chicago Office,  
J. E. Verree,  
Steger Building.

New York Office,  
Dan. A. Carroll,  
Tribune Building.

## ADVENTURES WITH ADVERTISING AGENTS.

THE AGENCY AND THE ADVERTISING MANAGER — SUPERFICIALITY IN AGENCY SERVICE—LIVING WITH A PROPOSITION — UNCOVERING A SPECTACULAR BLUFF—SOLID VALUE OF AGENCIES—THE SMALL OR THE LARGE AGENT.

[EDITORIAL NOTE.—The author of this article is advertising manager of a famous men's clothing house, which has spent some million dollars in advertising. His name is withheld for obvious reasons. His experience with agents has been long and varied.]

A manufacturer who had made up his mind to take the fatal plunge and advertise a product of undoubted merit came to me and said:

"I have made up my mind to start a national campaign. The question of agencies has bothered me a good deal. You have had experience with the agency proposition. What agency would you advise me to tie up with?"

To this question I answered, in the Yankee manner, by asking another.

"Have you hired a man to take care of your advertising?"

"No; if I get in with an agency I shall not need a man to take care of my advertising."

Here is where this manufacturer and I parted in our opinions.

An advertising agency is unquestionably a tremendous help in the preparation and administration of an advertising campaign. Even the weakest agencies will often produce a valuable idea, and present a useful scheme. But the advertising agency is seldom qualified to assume the complete control of any advertising proposition. A lawyer whom you call into consultation over some uncertain exploitation of your affairs is not expected, and does not expect, to undertake the management of your business. The position of the agency and the lawyer is in a good many ways pretty closely alike. I have always considered it mistaken economy for an advertiser with a business of national scope to hand over his advertising af-

fairs without let or hindrance to the direction of an agency.

The case of the manufacturer who was quoted above will serve as evidence in this contention. He closed a contract with an agency of undoubted repute. His appropriation was estimated at more than \$100,000 for the first year of his campaign. This agency had achieved a reputation for employing high-salaried experts with enviable batting averages. A few weeks after my friend had signed up, I met him at luncheon with a young man who looked very much as if he had just left college. He was introduced to me as "Mr. —, of the — agency." We fell to talking and he told me that he "had run down for a day or two to look into the plant and get enough stuff for the season's copy." This interested me, and we talked apace. I found that his advertising experience had lasted but little more than a year; that he was one of the copy staff of this agency, and that he had been assigned to write the campaign for this particular advertiser. He said he could gather the materials for the campaign in two or three days.

The campaign was launched in most of the magazines of national circulation and in some that were not. The copy was bland; it had no specific faults of grammar or of style. But it was *superficial*. The ring of authority was not in it. The young man had gathered his material in two or three days—and his copy showed it. The sentences were balanced, they told the truth, but when one looked away from the advertisement and weighed it as a whole, as all advertisements should be weighed, it fell flat like a punctured dirigible.

What was the trouble? The agency was a good one, with a reputation. The manufacturer who was paying the bills seemed to be satisfied. The advertisements looked attractive! but at the end of the year he was a little aghast at the bills, and a little breathless at the other side of the ledger. The trouble was just this: *Superficiality*. This is the trouble with far too many agencies. They load

ALL PREVIOUS NEWSPAPER  
RECORDS FOR THE NUMBER OF  
ADVERTISEMENTS PRINTED  
HAVE BEEN BROKEN BY  
**The World**

The World Printed During  
the First 10 Months  
of This Year—

Gaining Over Corresponding  
10 Months  
Last Year—

**1,332,168 Ads.**  
**134,571 Ads.**

**OVER 500,000 MORE THAN ANY  
OTHER NEW YORK MORNING  
AND SUNDAY NEWSPAPER**

This Is Not Only a New High 10 Months' Record, But Embodies DAILY, WEEKLY and MONTHLY Records Never Before Equalled by ANY OTHER Newspaper on Earth—Not Even by The World Itself.

**"First in Numbers Because First in Results"**

their guns with the same kind of powder, but they gauge their shot to birds when they ought to be loading for duck. I am not saying that all agencies are guilty of this fault; but I do assert that, averaged up, the agency that is permitted to play a lone hand is prone to fall into this ditch.

There was a business that had taken nearly half a century to build up. It was full of traditions, of methods peculiar to itself; the system of honor among its employees, and their devotion to the common cause were essentially its own. These characteristics are not solely the property of this one concern. They belong to all great, yes, and to all little, concerns, too, that have hewed out a way to put before the people a product that is better than any other product of its kind. This atmosphere was the advertising asset of that business. But to be assimilated and digested for reproduction into real advertising copy for that particular business would have required the living and sleeping and eating with that business for months.

This is why I believe that the best interests of a prospective advertiser are brought out only when the agency can come into close personal contact with some one who understands advertising principles, and at the same time has a deep personal familiarity with the essentials and the details of the business. No one, clever though he may be, and gifted with an exhaustless fountain pen, can get the atmospheric touch that, reproduced, gives advertising copy the breath of individual life that sells the goods because they have that one and inseparable trademark.

One advertising manager whom I know was drafted from the city room of a newspaper to the desk of an advertising department. He had to organize his department from the beginning. He went about it precisely as he would had he been sitting at the city editor's desk in the old office. But he did this beside: Before he touched pencil to paper or finger to typewriter key, he started in at

the basement, interviewed everybody in sight, lived, ate, slept with the business, listened to stories, got the "old man" talking about old times. He made friends with the salesmen, had them give him the customers' side of the business. He welcomed trouble tales, and listened to all sorts and conditions of kicks, of advice, of sermonizing. For three months he kept this up, and then he put his hand to copy writing.

The attitude of the agency, especially the powerful one with tradition behind it, toward the advertising manager is curious. One of the foremost agencies in this country for years refused to cooperate with the advertising manager. The agency submitted a plan of campaign, presented copy, and outlined the whole course of procedure, and the advertiser had to take it or leave it. Then along came an advertising manager who suggested that perhaps it might not be a bad scheme for the interests of everybody concerned to let him get together with some bright young man of the agency staff and see if the two of them might not be able to hack out some stuff that would be more worth while. His suggestion was overruled. He insisted, and took the matter to the headquarters of his business. Correspondence followed, and finally, as a concession, the agency submitted to the plan. This acquiescence, however, was tempered with vague alarm, and an uneasy sense of having stirred the dust heaps of the past. The advertising manager picked out a likely staff man on the agency list, discovered they had friends in common, and soon found himself sincerely liking his co-laborer. They met morning after morning, spent hours in reminiscences and argument, and occasionally turned out a page of copy. In the course of this association the advertising manager turned over to the agency man all the ideas, the hints, the details that he had picked up around the works, and the agency man in his turn handed out all the experience and adventures and scars of a score of wilderness campaigns. What was the out-

come? A series of advertisements that made people sit up and take notice. Both men had co-operated to the extent of their powers, and both had poured into the copy the ripened wine of their united experience.

To-day the keynote of that agency's solicitation is the close co-operation between the advertiser and the agency staff!

I have been dwelling overlong on the copy end of advertising. This is an important feature of advertising, but by no means the most important. This point I want to emphasize strongly. Over it has toppled many a fairly reared advertising edifice. Copy is the last thing that an advertiser should permit to be talked about or touched. Yet too often the subject is the one which the agency insists upon discussing first of all. Copy is the tangible, visible return which the advertiser receives for his money, and with probably unconscious yielding to this weakness of human nature the agency will prepare first

of all the copy—and when that is completed, but little time, alas, remains for the real essentials of the campaign's success.

(*To Be Continued*)

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STATE COMMERCIAL ASSOCIATION FOR WISCONSIN.

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The booming of the state of Wisconsin as a whole is the object hoped for from the organization of a State Association there composed of members of all its commercial clubs. The secretary and one other officer of each club are to be active members, and the others associate members. This new state body is to be known as the Wisconsin Association of Commercial Executives. Its officers for the first year are William G. Bruce, secretary of the Manufacturers' and Merchants' Association of Milwaukee, president; J. Lutermohl, of the La Crosse Board of Trade, vice-president; and James P. McAnulty, of the Eau Claire Commercial Association, secretary-treasurer.

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Ben. H. Kastor, for several years associated with the H. W. Kastor & Sons Advertising Company, of Chicago, St. Louis and Kansas City, has severed his connection with this company. He retired from the firm several months ago.

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Every dollar spent with us  
will assure you an audience  
of 1,000 "quality readers."

Our guarantee—

100,000 net circulation  
for \$100.00 per page.

## The Metropolitan Magazine

286 Fifth Avenue  
New York City

246 Michigan Ave., Chicago  
6 Beacon Street, Boston

# The Present Status

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THE large-city market for Advertised Goods has been developed, through advertising, to a point where even the largest Advertisers find it difficult to show any considerable increase of sales.

This is why scores of discriminating National Advertisers are now investing part of their advertising appropriations in mediums which exert direct and powerful influence upon the vast volume of trade existing in cities and towns of 25,000 and less—the "small-city" field.

Here, their expenditures show quick results in immediate increase in sales, for the simple reason that the trade possibilities of the "small-city" field are enormous and advertisers have as yet hardly scratched the surface.

With its circulation of over 900,000 copies per month concentrated in the most prosperous homes in cities and towns of 25,000 and less, THE PEOPLE'S HOME JOURNAL has been selected by discriminating National Advertisers as the leading medium through which to exert maximum influence upon the tremendous trade of the "small-city" field.

# THE PEOPLE'S HOME JOURNAL

*Established 1885*

F. M. LUPTON, Publisher

NEW YORK

J. P. BALMER  
Western Manager  
Chicago

Jos. A. MOORE  
Advertising Manager  
New York

## Unique Forceful Comprehensive

We shall be glad to send, upon request, full details of our trade paper campaign. We believe that it covers certain points in a way which will interest every advertising man.

Four page inserts are now appearing in the strongest trade publications in every branch of retailing. It is part of the new and important work undertaken by

*The largest class publication in any field.*

## GOOD HOUSEKEEPING M A G A Z I N E

New York

Springfield, Mass.

Chicago

THE ADVANCING COMBAT  
BETWEEN TAILORED  
AND READY MADE  
CLOTHES.

KAHN TAILORING COMPANY GETS INTO FIELD WITH ACTIVE CAMPAIGN—FORCES DRAWING UP FOR BIG BATTLE—READY MADE CLOTHING ADVERTISING MAY BE JOLTED OUT OF A RUT.

By Frank H. Holman.

One of the biggest advertising fights ever recorded is just about due. In fact, the outposts are already skirmishing, and a "full engagement," as the army tacticians say, is not going to be long delayed.

This war is between the ready-made clothing interests and the merchant tailoring interests. The ready-made clothing interests have walked away with a big juicy bone, while those to whom a considerable share rightfully belongs have been nodding.

Now they are waking up, as they find themselves driven from pillar to post, and as the American man in vast numbers is rallying around the standard of the ready to wear idea, thanks to the terrific bombardment of advertising which has been going on for the last ten years.

And the battle is coming at a time now when the ready made gladiators are in their softest condition—when through over-plus of success they are now suffering from deadly dry-rot. Ready made advertising to-day is the most desolately unindividual, the most tamely submissive to "follow the leader," in the entire merchandising field. Last year in PRINTERS' INK's worst ad contest, there were submitted more clothing ads (and most of them with expensive art work in them, too) than any other kind of advertising. In fact, three entries of the identical piece of copy were made. There is no *creative educational* work being done to-day for ready made clothing, as there used to be—it is all practically without exception either imitative or competitive on a narrow scale.

It is just the very opportunity for the tailoring interests to fire the first telling shots in this war. A few champions started on the warpath a year or two ago and have already cut some fair chunks out of the \$700,000,000 pie of men's clothing sales annually in this country. The Royal Tailors, Chicago, have brandished the advertising weapons of war with



NOVEL MAGAZINE PAGE LAYOUT.

splendid skill, and are becoming rapidly more skilled at it. Others have joined and are joining, while in the past few months new and significant reinforcements have come by way of the woolen manufacturers who are now backing up the merchant tailor vigorously. The campaigns of three of the best-known manufacturers were described recently in PRINTERS' INK.

The merchant tailor interests—"tailors to the trade" and woolen manufacturers—have some powerful natural advantages on their side. In the first place, there is no argument to beat the "tailored for you personally" idea. In spite of the mighty vogue of the "ready-mades," its patrons have never exactly felt like boasting it. Few men will brag of a ready made suit, no matter how

well they are satisfied with it. As a matter of actual fact, it is known to be the custom of many salesmen for ready made suits to have a suit *tailored* for themselves and they explain to an admiring trade that the suit was made by their own house! The long and short of it is that for very many people a ready-made fit is not possible. But the trouble that men have had finding tailors who could give them a real fit has kept the ready-made people flourishing. The long distance tailoring plan was a fine strategic step forward when advertised to the consumer, and is now growing apace.

The ready-made clothier's bugbear is the turn over of his stock. If he doesn't keep a big range of sizes and styles, he can't give satisfaction, and if he keeps a big line he gets loaded up with unsalable goods. The merchant tailor with a long-distance connection, however, invests lightly, carries no stock, and is boot-free. Even in the matter of time he can beat the tailor across the street who makes suits in his own shop. A week or two is the average time for such, whereas the long-distance tailor telegraphs his order and measurements in code and the suit comes back in four or five days.

The Kahn Tailoring Company, Indianapolis, has just come into the tailor-to-the trade field of advertising to the consumer and is helping to make formidable the merchant tailor firing line. Indianapolis is looming up as a clothing center, but it is as a tailoring center rather than a *ready-made* center like Chicago, Rochester, etc. There is importance in this detail for, like all manufacturing centers, the availability of skilled workmen is a big factor. If Indianapolis were a ready-made

center, tailoring concerns would suffer from being obliged to hire ready-made men in rush seasons, and thus mix up their standards.

There are several interesting merchandising conditions in the



A STRIKING SPREAD, FULL OF LIVE TALK.

Kahn organization. In the first place, the business is a development from local retailing and selling. A large retail store is still operating. This gives the company close touch with the consumer, and also makes it better able to comprehend the retailer's problems. A unique system of consumer service has been worked out whereby the same tailors handle certain territories—thus making it a strong likelihood that the same tailor who made a customer's first suit will make his second, with the consequent more personal attention.

Some very good form letters constituted the campaign to land dealers. The following is a letter to prospective dealers which landed 114 accounts:

KAHN TAILORING COMPANY,  
INDIANAPOLIS, May 10, 1910.

Dear Sir:

Yes, this is going to be a *long* letter, but a strong letter. It will be *immensely* interesting and *intensely* profitable to *you*. Therefore—cross your legs carefully, lean back comfortably and *read it through*.

A hundred thousand dollars will be spent in the great monthly magazines and weeklies to familiarize the wearer—your customer or ought-to-be customer—with "Kahn-Tailored-Clothes." It will be an advertising campaign without a parallel in *forcefulness* and *resourcefulness*.

The *Saturday Evening Post*, that wizard among periodicals, will fire the first broadside—a double page “spread” in its issue of September 10th. Circulation—close to a million and three-quarters. Then like volleys from well-drilled artillery will follow, in rapid succession, double-page “spreads” in *Collier's* and *Success Magazine*, backed and braced by full pages in *Cosopolitan*, *American*, *Everybody's*, *Collier's* (again and again) and *Saturday Evening Post* (again and again).

This enormous advertising in the biggest space (often two pages facing each other) in the biggest magazines will cover the country, like a huge net. It will grip the attention of every man and strip an order from him, if it's possible to do it. “Kahn-Tailored-Clothes” will be on the tip-o'-the-tongue. Thousands of well dressed men will be asking for these garments and looking for the KAHN sign in your window. *Will they look in vain?*

“Kahn-Tailored-Clothes” are better than their advertising, which, in turn, will be the best and biggest, the most attention-compelling and order-clutching ever put behind a tailoring line of great reputation to make it still greater.

For your own good and gain, find out more about Kahn Tailoring and Kahn advertising. Our Special Book of Information tells all. Our Special Proposition will double your profits and make you dominate the custom trade in your community.

Write us! You commit yourself to nothing. You don't risk a penny. You are free to “take up” our offer or “turn it down.” But, from a dollars-and-cents motive *hear what it is.*

Faithfully yours,  
KAHN TAILORING COMPANY.

The liveliest part of the Kahn advertising campaign is the manner in which it is backing up the local representatives with instruction and help. No chance is given them for going amiss. A “Agents' Information Book” is loaned the representative, to be returned on relinquishing connections. This discusses policy, “personal service,” prices, codes and every possible subject, not even excluding how to deal with freak customers. A dozen or more pieces of advertising of every sort, all of them with the best of typography and art work, are furnished the dealer, as an arsenal of help to develop more business. Sherman & Bryan, New York, included this in their work as advertising agents, suggesting styles and models as well.

General magazines used now are *Everybody's*, *Success*, *Cosopolitan*, *American*, *Saturday Evening Post* and *Collier's*.

# Protected Circulation

Protection in its strongest sense means security.

When we speak of protected circulation for The Ladies' World we intend to convey the idea that the advertiser in our columns rests secure from shortage, inflated figures and “guess-work” circulation.

We protect over 600,000 circulation by a rebate-backed guarantee.

Moreover, The Ladies' World is the only woman's magazine that protects its circulation in that way.

The advertiser is secure.

THE  
**LADIES' WORLD**  
NEW YORK

## THE DRUGGISTS' INCREASING ANTAGONISM TO PATENT MEDICINES.

ONE EXPLAINS WHY HE PUSHES SOME LINES AND NOT OTHERS—DISHONEST GOODS ALIENATE THE SYMPATHY OF RETAILER—REFLECTIONS ON PATENT MEDICINES—THE THERAPEUTIC VALUE OF ADVERTISING—HOW "BEWARE OF SUBSTITUTION" SOUNDS TO THE MAN BEHIND THE COUNTER.

"Druggists as a class refuse hearty co-operation in selling goods which lack merit as commodities or which are dishonestly, because untruthfully and extravagantly, advertised."

This general statement was made with an air of great earnestness by Garrett Byrnes, a druggist in Maplewood, N. J., a suburb of New York, at the dinner of the Advertising Men's League November 3d, at the National Arts Club in New York. Mr. Byrnes had been asked to speak by W. H. Ingorsoll, president of the organization, and frankly to make clear under what circumstances he likes to push goods and when he does not.

Mr. Byrnes intentionally centered his remarks upon the subject of patent medicines and their advertising.

As a class, Mr. Byrnes said, druggists are not friendly to patent medicines. Many preparations, while not downright harmful, have little value. Those which the druggist knows to be harmful, like medicines concocted mostly from alcohol, he will not push at all.

"College men have been taking up pharmacy more and more of late years," said Mr. Byrnes, "and as a result the ethical sense of the druggist has been steadily improving. To-day the druggist is the kind of a man who has the interests of his customers at heart and he cannot become party to fraud in putting out medicines of little merit, or of even positive harm. The intelligent druggist objects seriously to the manner in which

many preparations are put out—to the untruthful advertising, to the unfulfillable promises made. He knows that every pain in the back does not mean serious kidney trouble, as some patent medicine advertising would have the public believe. As a man and as a responsible purveyor to his community he cannot aid and abet a remedy whose selling campaign is founded upon such insinuations.

"In many cases the advertising itself does more to effect a cure than the medicine itself; the buyer is persuaded of curative properties in advance and is disposed toward the following symptoms favorably.

"One medicine so advertises that I cannot justify myself in putting it into the window. It outrages the retailer's sense of decency. But be sure that if a manufacturer makes a remedy that we can honestly sell, druggists will sell it. I do not set myself up as a judge of those goods in my locality, if the goods are not harmful and if the advertising does not stultify me when I pass the medicine over the counter to my customers.

"In judging whether a remedy is worthy of my co-operation, I ask myself whether the manufacturer would take it himself for the trouble he intends it for, or whether he would go to a physician. I assert sincerely that only a small percentage of the druggists are unfaithful to the interests of the people among whom they do business.

"Too often, under present selling methods, the druggist and the consumer are not getting a fair deal. Too many manufacturers are favorable to the cutting evil. I do not believe cutting is necessary. In the city I know that in many stores the clerk receives a commission whenever he sells the store's own remedy after another remedy, advertised, has been asked for. But the bulk of the goods are sold through the smaller druggists, who have few private brands to push and who, therefore, if prices were better maintained, would have little incentive to substitute.

"I wish here to register an emphatic protest against the practice of some manufacturers who in their advertising try to make out that the druggist is a rascal. 'Beware of substitution!' they cry in print. Watch the druggist or he will give you something else when you ask for our goods! This is exceedingly bad policy. The vast majority of the druggists have won the confidence of the people who patronize them. They are not rascals, but ninety-nine times out of a hundred, are good men, in business to make a legitimate profit and to cater faithfully to the interests of their customers. Buyers, trusting the druggist as a neighbor and friend, generally smile at advertising that abuses him.

"Only a week ago I received a specious circular from an Eastern house, making a special brand of a staple antiseptic. The advertiser in this circular made statements which every intelligent druggist who remembers his textbooks knows to be untrue and incapable of substantiation. While that article happens to have a certain merit, such an appeal to the druggist is bound to sound hollow. It alienates to a certain extent his faith in that manufacturer's proposition.

"In brief I would say to the manufacturer, 'Give us brands we can conscientiously sell and give us a chance to sell them at a fair profit.'"

♦♦♦

#### SPEAKERS FOR THE COMING SPHINX CLUB MEETING.

At the meeting of the Sphinx Club to be held at the Waldorf-Astoria on Tuesday, the 15th, N. C. Wright, editor of the Cleveland *Leader* and Toledo *Blade*, will address the club on "The Editor and His Responsibility to the Reader." James Schermerhorn, editor of the Detroit *Times*, will speak on "The Publisher's Accountability to the Reader." F. T. Murphy, son of Patrick Murphy, of Mark Cross, New York, will speak on "Advertising from the Inexperienced Point of View," and R. L. Goldberg, of the New York *Mail*, will have as his subject "Cartoons in Newspapers," with illustrations.

The James M. Semple Advertising Agency has opened offices in Dayton, Ohio. Mr. Semple the past year has been advertising manager of the Louis Traxler Company, Dayton.

*The Standard Paper for Business Stationery—"Look for the Watermark"*

## A Written Handshake

A letter is like a handshake—either weak and lifeless or vibrating personality. The letter that jumps up from all the rest and compels favorable attention, is the one that looks sincerity and invites confidence—the communication typed on

## OLD HAMPSHIRE BOND

It's just as necessary in a business as the right typewriter and a good stenographer.

Let us send you the Old Hampshire Bond Book of Specimens. It contains suggestive specimens of letterheads, and other business forms, printed, lithographed and engraved on the white and fourteen colors of Old Hampshire Bond. Write for it on your present letterhead.



## Hampshire Paper Co.

The only paper makers in the world making bond paper exclusively.

## SOUTH HADLEY FALLS MASSACHUSETTS

*Made "A Little Better than Seems Necessary"—"Look for the Water-Mark"*

## THE ADVERTISER'S BATTERY OF DEALER HELPS.

BEST DEALER-CO-OPERATION COMES ONLY TO THOSE MANUFACTURERS WHO HAVE LONG-ESTABLISHED ADVERTISING STANDING—THE INTERESTING "REDDISODE" WAY OF DEALER HELP—THE ALOOF ROGERS-PEET PLAN IN THEIR SPECIAL SITUATION.

By S. C. Lambert.

### II

It will lessen the burden upon the junk yard if the manufacturer of a new or only partly established brand of goods will bear this in mind in preparing his "dealer helps"—make the help four parts valuable for the retailer alone and one part valuable for the advertiser.

Not a few manufacturers of goods which have not yet won their standing have drawn a bead upon the methods employed by such well-established houses as Lord & Taylor, N. K. Fairbank, or Simmons Hardware Company, and with hearts full of confidence have approached the citadels of the retailers offering as gifts "helps" concocted according to the recipe of these leaders. After being rebuffed by the indifferent dealers they have withdrawn, leaving behind them such epithets as "fat-heads," "narrow fools" or "blind idiots."

Indeed, the backward trails of manufacturers who have withdrawn into their shells, so far as dealer work is concerned, are noteworthy for the red-hot sparks dropped from an overstrained vocabulary. Many of these whose sorties upon the retailer have dismaly failed may be found among the number of those who are declaring that they will "force the blithering dealer to sell my goods."

One New York man, skilled in originating plans to secure dealer co-operation, offered his opinion in these words: "I have become wrinkled explaining to manufacturers of little-known articles why they cannot expect to have the same standing with the retailers

as have others who have spent from \$100,000 to \$300,000 a year for ten or twenty years in advertising to the consumer. It is the hardest work I have to do to get into their consciousness that they are not yet of the 'chosen ones,' that they must qualify by years of steady advertising effort before they can expect the dealer to come and put his shoulder enthusiastically to the wheel whenever they whistle.

"The wise manufacturer who is comparatively new to advertising must make it worth while for the dealer to help him sell his goods. He must present a plan that shall bring more people into the store to buy not only the goods of the advertiser, but also other goods which the dealer has upon his shelves. He must be careful that his 'help' is a genuine *dealer* help and not mostly a 'manufacturer's' help. At first the manufacturer must give more than he receives. If he plods persistently along straightforward advertising paths the time will come when his dealer help can be mostly a manufacturer's help."

Goodin, Reid and Company's dealer campaign is so apt an illustration of these remarks that one could easily think its representative had eavesdropped, had this Cincinnati concern not appeared with its propaganda several weeks before they were made.

"Reddisode" is the name of the goods which Goodin, Reid & Co. are pushing through the trade. It is a ready-made cotton batting from which the housewife may readily prepare quilts, without going to the trouble of making a thousand and one tedious "tucks" after the fashion of our much-referred to grandmothers.

Chief battering ram in the battery of dealer aids is a thirty-six page booklet entitled, "The Reddisode Business Building Book." Thus right off the bat the dealer gets the impression that this manufacturer is coming to him with a valuable proposition. The title page slightly elaborates the front cover message: "Herein is a plan to help

# Wouldn't Your Dealers Appreciate Help Like This?

NIAGARA FALLS, N. Y., U. S. A., Oct. 5, 1910.

WYCKOFF ADVERTISING CO.,  
Buffalo, N. Y.

GENTLEMEN:

Relying to your inquiry, would say that our advertisement in the *Orange Judd Weeklies* has proven highly satisfactory. We find that up to date we have received 108 inquiries mentioning *Orange Judd Weeklies*, besides many others, mentioning no paper, but some of which are doubtless the result of *this* advertising. Considering the fact that our goods are handled by about 2,000 dealers and can be obtained in almost all parts of the country, this is a remarkably good showing. In fact, we have not used any other medium for many years which has brought as many replies for the money.

We can say that we have been very much pleased with the results obtained, and shall undoubtedly wish to use space in a future number of the *Orange Judd Weeklies*.

Yours very truly,  
LEATHER TIRE GOODS CO.,  
(Signed) C. B. WOODWORTH.

We proved we could give this firm a *new* market for their 2,000 dealers. We have proved the same thing to many other general advertisers who sell through dealers.

That's *why* so many of the best known general—as well as agricultural advertisers use

# The ORANGE JUDD WEEKLIES

Which, because of the technical excellence and plain, practical way in which they are edited, are read by 325,000 of the most advanced farmers in the country—business men who are making money, and spending it for the same kind of things that well-to-do city people buy. There is *purchasing* power in our circulation.

ORANGE JUDD FARMER covers the Central West; AMERICAN AGRICULTURIST, the Middle and Southern States. NEW ENGLAND HOMESTEAD, the New England States; 325,000 circulation weekly, guaranteed. No medical or financial advertisements taken.

## ORANGE JUDD COMPANY

Headquarters:

439-441 Lafayette Street  
New York

Western Office:  
1209 People's Gas Building  
Chicago, Ill.

Eastern Office:  
1-57 West Worthington St.  
Springfield, Mass.

you sell more cotton batts, to attract new customers, to advertise your store, to build business generally and to make money, issued for the benefit of live retailers everywhere who sell Reddisode cotton batts."

The booklet loses no time, thereupon, in outlining the business building qualities of a "quilt contest." The diplomatic phrasing of the announcement is interesting: "The object of this contest is to help you sell Reddisode cotton batts and more quilt covering materials such as chintzes, percales, lawn, calicoes, sateens, china silks, etc." The retailer could instantly see that the contest would indeed stimulate his sales for all of these supplementary goods and it is to the fact that the dealer did so regard the contest that Goodin, Reid & Co. owe the hearty co-operation they received from over 1,000 merchants. The plan stimulated the sales not only for Reddisode, but for most of the other allied goods in stock.

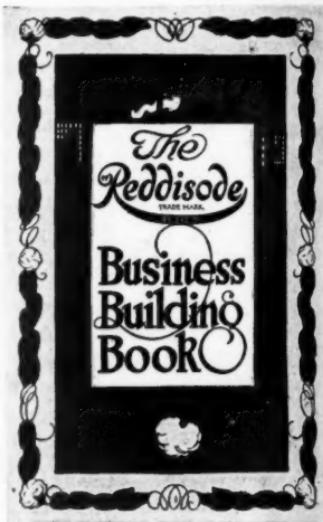
There were \$500 in prizes in this contest to owners of old fashioned quilts submitted to their local dealers in accordance with the rules of the contest. The first prize was \$100, the second \$75, the third \$50, and twenty seven other cash prizes ranging down to five dollars.

The merchants were supplied with other booklets describing Reddisode cotton batts, for distribution among customers, and also with a little pamphlet, "Tips to Salespeople Selling Reddisode Cotton Batts." It so happened that in most cases these "tips" were really distributed among clerks, not only in one special department but also in other departments where customers would be likely to ask about the batts.

Perceiving that the contest offered them an opportunity of bringing in new customers, the merchants selling Reddisode advertised liberally at their own expense in their local papers, announcing the prizes. The advertiser was sufficiently shrewd to allow the dealer free play to use as much or as little newspaper

space as he wished. Electros of the heading alone were made. The rest of the ad. was supplied in proof and the merchant was at liberty to use as much or as little as he wished of it. It is pertinent to point out here that advertisers frequently make the mistake of making electros of the whole ad. with a set space, usually gauged in size to please the advertiser. The merchant must either use it all or use it not at all. He is tempted to become annoyed at this symptom of ballyragging on the part of the manufacturer and use it not at all.

The Reddisode dealers frequently used even more space than the manufacturer expected. Moreover, they supplemented the advertiser's remarks with more of their own. A live retailer is often confident of his ability to write good advertising and feels grateful to a manufacturer who assumes that he can occasionally produce good copy.



A "DEALER HELP" WITH A FORCEFUL APPEAL.

In the matter of co-operative window displays, the merchant was allowed considerable liberty in choice of time. He could select as Reddisode week any week in a period of two months. A

merchant is not always completely master of his own windows, if he is to have the proper regard for local demands. Sometimes an agricultural fair makes necessary a display of goods sure to sell to visitors; again a circus, a mardi-gras or what-not precludes allowing a national advertiser a window upon a week which the latter may arbitrarily choose.

In a word, the Redisode campaign was all along the line marked by a graceful deference to the dealer's ideas and welfare. In Bridgeport, Conn., alone, over 300 quilts have been submitted in the contest. Other cities are ranking just as well. The manufacturer believes that had he gone after the dealer with a club he

would have been grievously disappointed.

Lord & Taylor, with a well established prestige, are among



TRADE JOURNAL AD ANNOUNCING STORE CONTEST  
TO BUILD SALES.

those who may extend a "dealer help" that is as much a manufacturer's help as strictly a dealer help. Onyx hosiery dealers are readily buying at prices ranging

# The George L. Dyer Company 42 Broadway New York



**Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel**

from \$9.00 to \$14 illuminated translucent display forms, showing the stocking upon a leg form, which is lighted by electricity from inside. Similarly the Lord & Taylor bust form, for display by night, brings \$17 from the dealer.

Altoof from the strivers after dealer co-operation, Rogers, Peet & Co., of New York, furnish an example of manufacturers who do not wish to have anything to do with booklets, and the rest of the paraphernalia of dealer batteries. Why? It is known in the trade

selling tends to eliminate dealers who have not a whole-hearted interest in the line—an interest that will cause them to advertise their Rogers, Peet & Co. connections to the best of their ability.

"Given our kind of a dealer," is the feeling of Rogers-Peet, "he will be live enough to advertise our clothes and to advertise them well. We don't want the other kind."

The Rogers, Peet attitude, however, it must be remembered, is taken by a firm which is more interested in retailing than in manufacturing for the trade. Its chief business is to make the clothes which are sold in its own stores; its incidental business is making clothes against specific orders for dealers. A manufacturer with no retail interests could ill afford to imitate Rogers-Peet. He needs a battery of dealer helps—and a battery that is a real battery, not a blunderbuss.

#### AN EDITORIAL OPINION OF SAMPLING.

Clear-cut opinions from the "editorial end" are always interesting. Here is one as expressed on the editorial page of the Sacramento *Union*. The writer objects to the practice of leaving medicines as samples on the doorstep. After pointing out that medicine taken without a physician's prescription is dangerous and that children are prone to try samples left carelessly about, he goes on to say:

"There is no defense against that style of advertising. The most careful parent in the world may discover when too late that his child has taken some dangerous drug and is sick unto death as a result.

"The fact that the medicine is so cheap that its manufacturers can afford to throw it away should create a suspicion of its efficacy in the minds of those who get hold of it as a donation; but even if it be all that is claimed for it, promiscuously throwing it around, handing it to all passers-by, and leaving it at every doorstep is not a proper way to distribute it. Those who have children have a right to be protected against such advertising methods and the health of their little ones safeguarded."

AN IDEA THAT WAS HEeded BY MANY DEALERS—BOOKLET COVER.

that Rogers, Peet & Co. do not desire to have a dealer handling their men's clothes who has to be "helped." If a dealer cannot sell at least \$2,500 a year of the clothes, he is rated as undesirable by the New York house. Rogers, Peet & Co. do not carry a jobbing stock. They manufacture only against specific orders. Thus a retailer secures the clothes after having calculated his local consumption and after having estimated the manner in which he may make himself sure of that consumption. This system of

The Auto-Ad Company, of New York, has been incorporated for \$50,000 for manufacturing and dealing in advertising devices and apparatus. The incorporators are Betty Moscovitz, L. N. Halpern, G. Rosenson, all of New York.



450,000 prosperous farm homes will be planning and thinking of Christmas gifts when the Big Christmas Number of Farm and Fireside will be received on December 10th—the nick of time to help in solving the "What to give" problems.

The satisfactory answers in most cases will be the advertised articles.

Advertising forms close November 15th.

# FARM AND FIRESIDE

THE NATIONAL FARM PAPER

**Springfield, Ohio**

II East 24th Street Advertising Department Offices Tribune Building  
NEW YORK CHICAGO



# Manufacturers don't buy a Pig in a Poke

*In buying advertising space there's more  
to be considered than white paper.*

**A** MANUFACTURER who yearned to boom sales decided that he ought to advertise. So he bought space. He didn't ask anybody what would happen to the space after the printing presses got through with it, and nobody told him. Later, when sales failed to boom, he found that his goods were not in stock in the territory covered by the space he bought. The circulation didn't dovetail with his distribution. He had simply bought a pig in a poke. When an advertiser buys space in

## The Associated

Issued every week co-operatively  
and simultaneously by and as a  
part of the Sunday editions of—

CHICAGO RECORD-HERALD  
ST. LOUIS REPUBLIC  
PHILADELPHIA PRESS

1 Madison Avenue, New York



# Sunday Magazine of the

CHICAGO RECORD-HERALD  
ST. LOUIS REPUBLIC  
PHILADELPHIA PRESS  
PITTSBURGH POST  
NEW YORK TRIBUNE

BOSTON POST  
WASHINGTON STAR  
MINNEAPOLIS JOURNAL  
ROCKY MOUNTAIN NEWS  
BUFFALO COURIER

We want him to know exactly what he is buying. And we show him by our 64 page booklet exactly where

## The Associated Sunday Magazines

circulate and to what extent. This booklet contains a list of more than 3,000 towns in which 25 or more copies of The Associated Sunday Magazines are read, with the exact circulation figures for each town. In all, The Associated Sunday Magazines reach more than 11,000 cities, towns and villages, with a circulation of more than 1,100,000 a week.

Get the booklet—check up your area of distribution with our area of concentration, then, if you're ready for us, ask us to give you some specific instances of the value of space in The Associated Sunday Magazines.

We don't ask you to buy a pig in a poke.

## Sunday Magazines, Inc.

PITTSBURGH POST  
NEW YORK TRIBUNE  
BOSTON POST  
WASHINGTON STAR

MINNEAPOLIS JOURNAL  
ROCKY MOUNTAIN NEWS  
BUFFALO COURIER

Record-Herald Building, Chicago

## THE DELICATE TOUCH IN BANK FORM LETTERS.

AN INTERESTING EXAMPLE OF THE  
INFLUENCE OF SMALL CONSIDERA-  
TIONS IN ADVERTISING COPY—A  
SUCCESSFUL BANK LETTER.

One of the most valuable men connected with a concern of years' standing received a very attractive offer to take a position with a competing firm some weeks ago. Pretty much to the surprise of his employers, who knew of the offer and had felt themselves able to meet the proffered increase only in part, the man elected to stay with them. Asked about the why of it a short time later, the reason for the turning down of the offer was revealed as apparently quite trivial.

"When the other firm made their offer," said the man they had wanted, "the head of their concern asked me out to lunch to talk about it. I just didn't happen to like the way in which he asked me, and it made me think again. The result was that I refused the job."

The raising of such a point was, of course, trivial in the extreme; but it might well be used as a further illustration of the truth of the homely old belief that little things can have a tremendously great influence. And in the matter of "the way you are asked," it is doubtless true that the form letter shows the greatest variations. Coming as it does in a routine way and being generally on its face easy of classing as "merely a form letter," it is the *little things* that must inevitably spell success or failure for it.

PRINTERS' INK, several weeks ago, cited as an instance of this the case of the New Netherland Bank of New York, which gave a unique and telling force to a form letter by the simple use of a personal card of introduction from the president of the bank to the cashier. By itself it was an exceedingly small thing, and yet, although conditions made the sphere of that bank extend for a radius of only about three blocks,

nearly one hundred new accounts were added to the bank by the use of that form letter *with the card*.

At the time, practically all the credit was given to this card; but a further use of the form letter by the same bank has determined apparently that the "little thing" in this instance was not the unusual card of introduction from a bank president to a bank cashier, although it doubtless had a deal to do with the result. The second letter that was sent out from this bank went by itself—it had no unusual card to save it from being thrown into the waste basket without a reading, and yet it was read, and read so thoroughly that it brought even greater results than the original letter quoted by PRINTERS' INK.

This second letter was sent out also over the fac-simile signature of the president of the bank. It put the matter as follows:

NEW NETHERLAND BANK.

DEAR SIR:

Some time ago I sent you my card of introduction to our cashier. I have not heard from you, and Mr. Beard informs me that you have not called on him. We both would like to have you open an account with us, and I personally assure you that I will go out of my way to make it pleasant for you.

As you know, every bank has a different way of extending courtesies, and we believe our methods will appeal to you. The personal element is very strong here, and the fact that the management is vested in the active heads enables us to favor promptly, which is quite impossible in the bulky financial institution.

If you find the demands on your time prevent you from coming to see us, then I or some one from the bank will call on you, if you will kindly send me your card with a date and hour written on it.

I hope I shall have the pleasure of hearing from you soon.

Very truly yours,  
J. ADAMS BROWN,  
President.

Perhaps in this, the third paragraph might be taken as the real secret for the success of the letter. It implies not only a wish to get business but also, more strongly, emphasizes for the recipient the belief that there is great consideration for him. Although the actual words aren't there, the paragraph says really that the officers of the bank are so anxious to indicate their willingness to serve that they will go out of their way

to suit the other man's convenience as to time and place. Then, too, the form of follow-up is as if someone stopped you on the street to say, "Jones, I was mighty sorry you couldn't go to lunch with me the other day; I wish very much that you would find time to go with me to-day."

Such an invitation is casual, if you will, and yet its mere casualness has to ring true if the invitation is to be accepted. Isn't this the essence of a form letter, that it has to be casual and yet express sincerity and personal consideration?

HOW ONE ADVERTISER BOLDLY  
BRANDED HIS FORM LETTERS.

THE KELLY & JONES COMPANY,  
Iron Pipe Fittings, Brass and Iron  
Valves.

PITTSBURG, PA., Oct. 31, 1910.  
*Editor of PRINTERS' INK:*

In the article, "A Prospect's Soliloquy on the 'Give-away' in Form Letters," by Lynn G. Wright, in PRINTERS' INK for October 27, 1910, Mr. Wright mentions that if he had occasion to send out three or four hundred letters advancing the same proposition, he'd either get the facts about each man or have a form letter printed and put in the opening line, "This is a form letter, etc., etc." The writer wishes to say that he practically carried out this very idea some three months ago on a list of our customers and had wonderful results. Instead of saying in the opening line, "This is a form letter," I had printed an extra sheet of paper half the size of a letterhead and pinned it to the letter and here is what it said:

"This is a form letter.

But—

It has a "dollars and cents" value to you.

Otherwise—

We would not spend our good money to send it.

*Read It.*

This was all in large type, and certainly would be seen if the letter was at all opened. I just mention this so that if Mr. Wright should run across one of these letters he will not charge us with using "stolen goods."

CHAS. W. CONRAD,  
Advertising Manager.

The Herbert M. Morris Agency, of Philadelphia, has announced its removal to 400 Chestnut street, that city. Larger quarters have been taken. The removal was announced in the form of a unique caricature depicting "moving day" sent out generally.

Harold A. Leiber, formerly with the Lord & Thomas agency, is now with Sherman & Bryan, Inc., at their New York office, 79 Fifth avenue.



We double dare you to give one of our men thirty minutes in which to show you an analysis of the circulation of THE UTICA

**SATURD**GLOBE**E**

and to lay before you facts and figures and illustrations, proving the thorough, satisfactory and economical way it opens up over 140,000 homes of thrift and intelligence in interior New York, New England and adjacent states. A section that every general advertiser knows is one of the most profitable in the country.

We will come anywhere in the United States and whenever you say.

You are not afraid of facts that our experience with others prompts us to tell you can be turned to your profit —of course not!

Then give us the invitation quickly.

SMITH & BUDD CO.  
*Advertising Representatives*  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

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## The Wonderful Ten Years in THE WORLD'S WORK Anniversary Number.

THIS is the last of ten wonderful years. Think of things that have been accomplished in the last decade, the mere names suggest the history—automobiles, wireless telegraphy, twenty-five knot transatlantic steamships, flying, the discovery of the North Pole, the application of electricity to railroads, the reclaiming of desert places by irrigation, and digging the Panama Canal, to mention just a few of the great achievements.

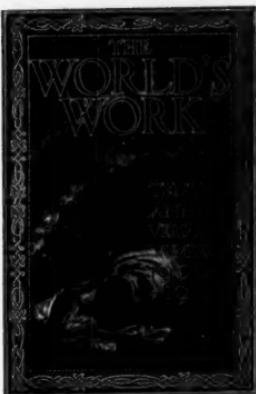
It was not so very long ago that people turned to look at an automobile on Broadway; over 100,000 are registered in New York State alone. It was the wireless that saved the *Republic* in 1908; ten years ago most people considered it an interesting toy. It is an every-day occurrence to cross one-third of the Continent in eighteen hours; the story of the first 20-hour trains to Chicago were described in **The World's Work** as a marvelous achievement in 1902. The ice and the fogs on the East and North rivers no longer delay people on their way to and from work, for the tides are conquered by tunnels.

More people have learned to read and write, we have learned how to stamp out tuberculosis, and Americans have begun to learn how to play outdoors within the last ten years.

Ten years ago **The World's Work** was started to tell of people who do things and about things done; and if you look through the pages of the magazine you will find a marvelous story. It is good to have played a part in this drama of the first decade of the Twentieth Century. **The World's Work** has prospered, has developed from a nondescript "another magazine" to be a commanding personality, and has taken its share in developing Twentieth Century civilization.

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The January number of **The World's Work** will be devoted to describing the achievements of these wonderful years. It will tell in a graphic way of the progress made in business, in government, in commerce, in education and science. Here is the summing up of the last years we have all lived in, worked in, helped to make great. The Anniversary Number will be read, because it is the history of our own lives, the lives we are still living.



## Your Own Wonderful Ten Years

No history of these wonderful ten years would be complete without an account of the achievements of individual enterprises, so a section has been set apart in the Anniversary Number for the story of the successes of advertisers. Here you can describe your own success, one of the successes that have helped to make this country the greatest in the world. In this section an opportunity will be given to link your history with that of the other achievements of the great ten years.

This history will last as long as the paper on which it is printed, it will go into hundreds of thousands of homes in all parts of the land, and be read wherever the English language is understood.

Do you not see the opportunity to link your own success with the progress of the wonderful ten years?

*It is worth your while to read a circular we have printed about this great number. Send for it.*

**Doubleday, Page & Co.**  
**GARDEN CITY, N. Y., and NEW YORK**

People's Gas Building, Chicago

Tremont Building, Boston



## Who Did It First?

W.M. C. FREEMAN, of the N. Y. Evening Mail, holds the centre of the advertising stage at present. His daily advertising talks are so full of meat that they are being syndicated and appear regularly in a number of leading dailies.

Here is one of his latest pronouncements, clipped from *Judicious Advertising*.

"Publishers must back up their advertising forces with the public's faith in the integrity of their publications, and the one way that publishers can acquire the public's faith is to safeguard the advertising columns from the fakirs in business."

"I may be a little ahead of time in my prediction about advertising, but I honestly believe that the time is not far off when every publisher, whether he wants to or not, will be compelled by law to guarantee to his readers the integrity of every advertisement that he accepts and prints in the columns of his publication."

"Of course there are many publishers who are to-day so standardizing their publications that their action, by contrast with the action of some other publishers, will force the issue that I refer to—the printing of guaranteed advertisements."

We want to put it on record here that  
**FARM JOURNAL WAS THE FIRST PUBLICATION IN THE UNITED STATES TO PRINT A NOTICE IN EVERY ISSUE ABSOLUTELY GUARANTEEING THE RELIABILITY OF EVERY ADVERTISER IN THE PAPER.**

This was over thirty years ago. Many publishers have copied the plans originated by *FARM JOURNAL*, and it is only a question of time when every reputable paper will have to guarantee the integrity of its advertisers.

*FARM JOURNAL* for January goes to press December 5th.  
 800,000 copies at \$4.00 per line.

**WILMER ATKINSON COMPANY  
 PUBLISHERS  
 PHILADELPHIA**

HOW U. S. MANUFACTURERS ARE COMMERCIALLY ANNEXING CANADA.

DESPITE THE TARIFF WALL AND ENGLAND'S PREFERENTIAL ADVANTAGE, THE ESTABLISHMENT OF AMERICAN FACTORIES IN CANADA IS GOING ON VERY RAPIDLY—STANDARD SANITARY CO., KNOX GELATINE, HAWES VON GAL, CLUETT, PEABODY & CO., AND OTHER RECENT ARRIVALS—THE PECULIARLY GOOD OPPORTUNITIES THERE NOW.

*By William G. Colgate.*

Anyone who thinks that only farmers and ranchmen are making up the big American migration to Canada, ought to look at the steady stream of manufacturers breaking ground here and getting busy with factories at advantageous distributing points.

Last year saw established in Canada 142 branches representing a total capital of 130 million dollars. Chief among the new arrivals are: the Oliver Plow Company, which is erecting a plant in Hamilton, Ont., at an initial cost of one million and a half dollars; a plant that will employ 3,500 hands at the outset. Statistics show that Canada imported last year \$2,300,000 worth of agricultural implements from the United States, which may have had something to do with the Oliver Plow Company's latest move.

The Standard Sanitary Mfg. Company, of Pittsburgh, have nearly completed the erection of a \$100,000 plant in Toronto. Recently the Charles B. Knox Company, makers of Knox gelatine, announced the establishment of a fully equipped factory at Montreal. Among the Canadian shirt and collar manufacturers no little interest has been excited by an authentic rumor of Cluett, Peabody & Co.'s intention to establish a Canadian branch in one of the border towns. Hawes Von Gal, the famous hat concern, have already selected a site in Niagara Falls on which to build. The "3 in 1" Oil Company's recent entrance is also interesting.

Although it would seem as if

Chiclets, Adam's Tutti-Frutti, Bradshaw's, Dental Buds, Fruitlets and a score of other gum concerns offer competition formidable enough to scare off foreign rivals, Wrigley's have already opened a branch, and secured a firm foothold in the Canadian field. Their large ads which have been running in the big dailies and on the billboards have done much to boost into favor this popular confection.

And still the American invasion continues to grow in strength and prestige, diverting the trade which formerly went to the Canadian manufacturer, despite the high tariff. In fact, it has been confidently predicted by authoritative American opinion that 300 million dollars will be spent in Canada

**Knox** Pure, Plain  
Sparkling **Gelatine**

*Is now made in Canada.*

In order to equalize the duty to our friends on this side of the border, and to meet for the fast growing demand for Knox Gelatine, we take pleasure in announcing that we have just established

**A Fully Equipped Factory at Montreal.**

The people of Canada can continue their patronage and feel that they are "patronizing home industry." Recently someone humorously said to us—"Knox is the gelatine on which most people start and on which all count finish."

Not so untrue, either, when you please to think of it.

*Oliver Plow and Peabody Co.*  
The Oliver Plow Company, Peabody & Co., and the Knox Company, are the three largest manufacturers of household articles in the United States. We are the only ones that can supply you with the best quality of goods.

CHARLES B. KNOX CO.  
400 Bay Street, Toronto, Ont., Canada.



ONE OF THE LATEST MANUFACTURING INVADERS.

by Americans erecting factories on account of the tariff wall. That the Canadian trade is well worth going after is confirmed by the great growth of our domestic markets whose total trade in the past fifteen years has increased 403 million dollars, or 163 per cent. Increase in the United States for same period was 90 per cent. Goods valued at \$192,661,360, amounting to over one-third over total trade, were imported from the United States during the past twelve months.

No longer a supplicant to other nations seeking by beneficent commercial treaties to improve her in-

dustrial condition, Canada has reached a notable turning point in her history. From a lack of confidence in herself and her future she has become thoroughly aware of her commercial independence. Present attempts to regulate the tariff to meet changing conditions do more than anything else to confirm this opinion. At the same time it indicates that the situation is not without its peril.

Canadian business men in the past have been prone to place too much reliance upon the tariff and have failed to put forth any systematic effort either individually or collectively to assist the tariff to accomplish its purpose.

The movement to tariff revision has a double objective; to increase the country's revenue and to secure adequate protection for her manufacturers. In the East, where the industrial interests are represented by manufacturers, an increased tariff is deemed necessary for their welfare. The agricultural interests in the West favor a tariff which would facilitate closer trade relations with the United States manufacturer.

An interesting feature of the situation has developed in the suggestion that these opposing demands be met with a tariff which will satisfy the Western consumer and build up the Eastern manufacturer at the same time. This policy, it is said, looks to regulating the freight rates of the trans-continental railways so as to make it cheaper to buy from the Canadian manufacturer in the East than from the United States manufacturer in the South.

In short it has been found that the tariff as it stands has been powerless to protect the Canadian manufacturer against the inroads of his foreign competitor, who with characteristic energy, daring and cheerful enthusiasm nimbly vaults the tariff wall and calmly proceeds to settle down for business alongside his Canadian rival.

And what does the Canadian manufacturer say to all this? Grumbles a bit to be sure. Blames it to an extent on the inadequacy of a tariff that does not protect

and the mental shortsightedness of certain politicians at Ottawa. Forgets that he is affected himself with a distorted perspective that prevents him from seeing that the tariff, as a matter of truth, enters not largely into the question at all. Its relation to the present problem is only a minor one. Advertising as the one dominating issue upon which the whole situation rests is what the Canadian manufacturer cannot or will not see. It is the one issue which the Canadian manufacturer cannot or will not face.

Here is an index to the attitude of Canadian manufacturers as a body. Recently the Canadian Manufacturers Association held its regular annual meeting in Vancouver, where, besides the transaction of regular business, the subjects of tariff and labor were profusely dealt with. Discussions relative to these topics revealed nothing new. The C. M. A. being somewhat of a close corporation, assumed its usual arbitrary

FULL PAGE CANADIAN NEWSPAPER COPY

position in the adjustment of these perennial issues. Not a word about advertising, nor of any of the real live factors which lie very close to the interests of the individual manufacturer in a growing country like Canada.

A noticeable apathy towards the essential points of merchandising and production marked the proceedings as a whole. This exemplifies to a degree the narrow-

gauged policy of the Canadian manufacturer in the conduct of his business affairs.

At present he is too provincial, too parochial in his outlook. "I have a nice, comfortable business; why should I seek to increase it and add to my worries and responsibilities?" or, "I have all the business I can handle," are substantially his responses to any concrete advertising suggestion.

He is disposed to regard advertising a gamble, a rather risky venture, all right only for those who have lots of money; or, for various reasons he considers it not adaptable to his peculiar business. Then he sometimes expects an appropriation about the size of a charity donation to work 24 hours a day every day in the week. His face is usually a study in emotions (chiefly surprise and chagrin) when it is explained that a \$1,000 appropriation invested in liberal space and appearing from three to five times a week will last about as long as a snowball in a certain region not covered by the advertising of the American Radiator Company.

Of course he's young in the advertising field and has practically just reached the period where he is cutting his teeth. Due allowance must therefore be made. In the interval the advertising men who do the real work of education find the course, while plentifully bestrewn with obstacles, not without its pleasant stretches.

Only lately I heard of a case where a concern manufacturing various lines of brushes decided to invest \$1,000 for a one-month campaign. Fortunately, it first submitted the idea to an agency which believed that the interest of their clients should come before their commissions. Their advice to the would-be advertiser was to put the money into something where the chances of profits would be greater or else wait until the time should arrive for him to become a regular advertiser.

No matter what may be said for or against American competition in Canada, it must be conceded that its presence has been productive of good. It has acted more

## Between Now and Christmas

**there will be two special issues of Collier's**

—**the Christmas Number**—especially rich in fiction and holiday flavor. The cover is by Leyendecker. There is a Gibson Girl page. Maxfield Parrish, John Sloan, Glackens and others contribute illustrations, many in color. Stories and verse are by such men as Richard Harding Davis, Gouverneur Morris, John Luther Long, Bliss Carman.

**Published December 10**  
**Forms close November 19**

—**Outdoor America Number**—an unusually attractive issue — containing Walter Camp's review of the football season and All-America team; articles by Gen. Leonard Wood, Maximilian Foster, Dr. Luther Bailey, etc.; and Caspar Whitney's editorial comment.

**Published December 17**  
**Forms close November 26**

These two issues offer the advertiser timely introduction to over 550,000 gift-buying families.

*T. L. Patterson.*  
Manager Advertising Dept.

**Collier's**  
THE NATIONAL WEEKLY

or less as a stimulus and an incentive to the local concerns. Unmistakable signs of a general commercial awakening are exhibited in the advertising columns of our newspapers and periodicals which continue to rapidly increase their amount of local advertising.

To the newspaper and advertising agencies may be attributed largely this change of policy. The newspaper, by brief, pointed talks on the subject of advertising; the agencies by earnest intelligent efforts and aggressive solicitation backed by real active co-operation and first-class service.

British advertisers by reason of the active and widespread advertising campaign carried on in the old land by the Canadian Government are beginning to avail themselves of the privileges which the preferential tariff gives them. Their advertising carried by the newspapers and magazines gives visible indication of this intent. Most of the distribution of British goods is done through the medium of the jobbers. No noticeable attempt has been made as yet to establish branch houses, which is quite in accordance with their traditional reputation for ultra-conservatism and caution. Fry's, the chocolate and cocoa firm, are the biggest English advertisers so far, with Lea & Perrin's Sauce and Holbrook's Sauce well up in the van. Curson's and one or two other drygoods houses also spend a considerable amount in Canada.

The American manufacturer contemplating entering the Canadian field will find the same methods prevailing in Canada as in his own country. He will find that the publications which have been carrying his advertising have a wide circulation in Canada. The Canadian consumer is already familiar with his goods and the establishment of a branch house here will reap the benefit of that advertising in a profitable and growing market. The channels of distribution are the jobber and the retailer. The mediums, the newspaper, trade journal, magazine, billboard and street car.

A number of American advertisers have made the mistake,

based on a natural ignorance of actual conditions here, of presupposing that the Canadian campaign could as well be directed by an American agency as an agency right on the field. Nothing could be more erroneous or conducive to ill-fated results. The racial, sectarian, and topographical divisions of the Canadian field are sharply defined, presenting a problem worthy the advertiser's most careful study.

From Nova Scotia to Vancouver embraces communities whose tastes, temperaments, and requirements are dissimilar. Localization of copy and an intimate knowledge of mediums is required if the best results are to be obtained. This has been proven in several noteworthy instances to the satisfaction of prominent American advertisers.

One important thing many American concerns with branches in Canada seem to overlook is the loss of circulation which they suffer, due to the absence of their Canadian branch address from their copy in magazines and periodicals circulating in Canada. Take for example the *Saturday Evening Post*. It is claimed by competent authority to have a Canadian circulation of 300,000. The American advertiser can figure out for himself how much he loses by this omission. And this is only one case.

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#### WOULD INJECT RED BLOOD INTO THE BLUE.

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J. H. Appel, of Wanamaker's Philadelphia store, on October 27th, set forth the remedy for Philadelphia's troubles in this way before the board of directors of the Merchants' and Manufacturers' Association:

"Philadelphia's blue blood needs a fusion of red blood, and Philadelphia exclusiveness needs to be changed into Philadelphia inclusiveness. Tear down the Chinese wall of pride and snobbishness and contentment which has slowly but surely crept up around our city. Being an industrial center comes the obligation of making its products still more largely known, so that more people may enjoy them. The greater our advantage the greater our responsibility."

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Wilkes-Barre, Pa., is gaining considerable publicity through an agitation to have its name copyrighted, even though this cannot be done.

# SAMPLING

There is no argument against sampling. If the goods are right, sampling or its equivalent is the first advertising that should be done and the most successful advertising, proportionate to the cost, that can be done.

Many firms, starting with limited capital, have gotten on their feet and become successful by means of sampling through the mails or through licensed distributors or through demonstrators or through the dealers.

As such firms succeed, however, they realize that sampling is more effective if it is supported by magazine or newspaper or street car advertising.

One food concern which began with sampling, now spends upwards of \$400,000.00 annually in magazine advertising but still continues enclosing one sample for each regular package in every case sent to new or slow territory.

A toilet goods manufacturer spending upwards of \$200,000.00 in magazines and a large sum in street cars, continues to expend around \$500,000.00 annually in sampling.

Frequently "publicity" advertising—both general and local—is lifted out of the inefficient by adding a strong sample appeal.

With goods which cannot be sampled, some special proposition or mode of selling can be inaugurated which will produce a result equivalent to sampling.

The essential thing is to so co-ordinate the sampling (or its equivalent), the local advertising, the general advertising and the selling, that the whole marketing proposition will move forward under the least expense and with the greatest celerity and profit.

Every advertising proposition is a law to itself and must be worked out individually.

*M.P. Gould Company*

General Magazine and Newspaper Advertising Agency

31 EAST 22d STREET NEW YORK

## WHY TRADE-MARK LAWS SHOULD CARRY PENAL PROVISIONS.

EXPENSIVE DEFENSE OF TRADE-MARKS  
UNJUST TO MANUFACTURERS—  
INDIVIDUAL STATES, ALSO FOR-  
EIGN COUNTRIES, ALREADY HAVE  
PENAL PROVISIONS—SOME OF THE  
OBJECTIONS RAISED.

*By Isidore A. Schiller,  
Of the United States Trade Mark As-  
sociation.*

Much discussion has lately been aroused concerning a contemplated amendment to the United States trade-mark law of February 20th, 1905, providing for a penal provision in the law, making the infringement of a registered trade-mark punishable by fine or imprisonment or both.

That the offence of infringement of a trade-mark is a serious one is very readily seen. Since the trade-mark, in the majority of cases induces the sale and enables the seller to procure an increased price for the article, and since the sale of a like article under an infringed trade-mark clearly diverts from the pocket of the legitimate owner of the trade-mark that portion of the selling price which represents his normal profit, enhanced by the presence of the trade-mark, the infringement of a trade-mark is a direct invasion of the property rights of the owner of the mark. Moreover, since it takes from the purchaser his money, without giving him the return he seeks and supposes he is getting, it is akin to the crime of obtaining money under false pretences, or going a step further, to larceny.

It must be obvious to those manufacturers who have become embroiled in trade-mark litigation that the civil remedies afforded by the present law are, to say the least, inadequate to restrain flagrant infringement of trade-marks. Suit for an injunction and damages is not very effective as a deterrent against infringement. The procedure is long drawn out, cumbersome and costly. The infringer can often

afford to laugh in his sleeve while the owner of the trade-mark is fretting and spending a large sum of money to procure an injunction.

On the other hand, were there to be added to the present law a penal amendment such as has been advocated by the United States Trade Mark Association, things would take on a different aspect in so far as the trade-mark pirate is concerned. The powerful machinery behind a criminal prosecution by the Federal Government is far more deterrent and fear-inspiring than a civil action, instituted by some middle-sized manufacturer with a not unlimited bank account.

A glance at the laws of the several states of the Union will show that a majority of them have incorporated in their trade-mark laws penal provisions. In almost all foreign countries, where property rights in trade-marks are recognized, the law provides for the punishment by fine or imprisonment of wilful infringement of trade-mark rights. It would seem, therefore, that the seriousness of the offence having been recognized by so many legislative bodies, and its commission being so commonly a subject of penal legislation, the federal Congress should not long resist the earnest solicitations of the large body of American manufacturers, whose best hope of relief against the industrial pirate is the criminal prosecution of the offence of trade-mark infringement.

One of the objections on the part of Congress to the passage of such an amendment to the law as is being urged by the United States Trade Mark Association, is that the number of so-called statutory crimes is already large, and Congress is not desirous of increasing the number. Again, there is prevalent the idea that it was because the trade-mark law of 1876 contained a penal provision, it was declared unconstitutional by the Supreme Court of the United States. This belief, however, is erroneous. The opinion as handed down by the

court, shows plainly that the law was declared unconstitutional, not primarily because of its penal provision but because it extended its jurisdiction over trade-marks throughout all the territory of the United States and not alone over marks used in interstate and foreign commerce, the only marks with respect to which Congress under the constitution has power to legislate.

There is no reason to doubt that a penal amendment would be able to stand the test of constitutionality; and it is, indeed, to be hoped that the agitation for a penal amendment may grow to such proportions that Congress will be prevailed upon to give to the American manufacturer what he so sorely needs in the way of protection of his trademark rights against infringement. Such an amendment will raise the status of the United States Trade-Mark Law in the estimation of foreign countries and will give a greater sense of security to those who enter our markets from abroad. Beside, it will only be giving them here the protection that their laws as a rule give our manufacturers.

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HOUSTON BEGINS CAMPAIGN.

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Houston's first paid advertisement in a periodical of national circulation appeared as a full page in the *Saturday Evening Post* of October 29th. This will be followed in five weeks by another of the same size. To take care of the inquiries the Houston Chamber of Commerce has spent \$3,000 in preparing pamphlets and leaflets describing in detail what Houston has to offer the manufacturer or the homeseeker. In twenty Northern and Eastern cities law firms or railroad men will be prepared to answer questions about the Texas City. Inquiries from manufacturers will be referred to these representatives. Those of less importance will be answered from Houston. In its advertising Houston is described as a city "where seventeen railroads touch

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Through a typographical error inaccurate figures were quoted in the double-page advertisement of the *Los Angeles Examiner* in the issue of October 20th. The gain for the first nine months of 1910 over 1909 was 4,424.70 columns of advertising instead of 4,502.40—as quoted in their advertisement.

# A Path

For the  
advertiser  
The Woman's  
Home  
Companion  
is a  
well-worn path  
direct to the  
woman's heart.

## DETERMINING THE ADVERTISABILITY OF AN ARTICLE.

HOW A MANUFACTURER MAY ASSURE HIMSELF THAT HIS GOODS HAVE ESSENTIAL PUBLICITY CHARACTERISTICS—ADVERTISABILITY AS A STATE OF MIND—QUESTIONS A MANUFACTURER SHOULD ASK HIMSELF—ADDRESS NOV. 3, BEFORE ADVERTISING MEN'S LEAGUE.

*By M. P. Gould,  
President of the M. P. Gould Agency,  
New York City.*

What constitutes advertisability in an article? Are there any essentials?

In order to approach this problem concretely, let us consider the home. The first building materials were sod, later logs; later still, boards sawed from logs. Why have materials changed? There has been a rush to the cities, where advanced building problems have been worked out. Inevitably, in the crowded surroundings of the city, came the search for a fireproof article of construction, after wood structures had fed a hundred conflagrations. It was found that cement stood the fire-test. Cement was therefore advertisable. Cement was best for a time until it was discovered that it would "sweat." Then came hollow-tile. Each article has had something in turn advertisable about it that its predecessor did not have.

I would therefore say that the advertisability of an article is a state of mind. The public became of a buying frame of mind when it perceived a characteristic in each of the building materials successively used that filled a new need.

A like conclusion will be reached if we follow the development of house-heating systems. Hot-air systems were advertisable until someone found that they did not heat so well upon the windward side of a room. Finally came the hot-water systems; heat would then stay where "it was put."

Everything that really has advertising quality fills a need bet-

ter than its predecessor or it fills a new need. For example, again, there is the succession of the oil lamp, the gaslight and electricity. Now the Tungsten burner is proving to be made more advertisable the Edison lamp, because it better fills the demands of illumination. It gives twice the light at half the expense.

A manufacturer is the first to sense defects in his article as soon as he begins to make and to market it. I hazard that the reason we have the natty advertised custom-made clothes we do is because the manufacturers have striven to live up to the flawless creations of the artists as published in the magazines.

Before an article is advertised the honest qualities of that article must be ascertained. A candy may be of the finest, and yet not allow of shipment even so far as Hartford, Conn. In that case, it is not a magazine account. It can be sold and advertised only in and around New York, if it is to be honestly sold.

Therefore, if I were a manufacturer, I would ask myself these questions: Are the goods filling a need better than anything now? Are they filling a new need? If I could answer in the affirmative, then I would say that my goods had real advertisability.

### ADVERTISING MEN'S LEAGUE'S PROGRESS.

The Advertising Men's League of New York has reached its limit of membership, and the proposition has been advanced that the capitalization of the club be increased from \$1,000 to \$3,000 in order to accommodate the new men who wish to join. There is now a small waiting list. At the meeting last week, Thursday night, it was suggested that those who are now members, but who are not active, give up their certificates of membership, to allow men really interested to get in, or resume active participation in the plans already formulated for the coming year.

On November 7th the Philadelphia *Press* opened an office in the World Building, New York, and appointed Mr. Louis Gilman Eastern Advertising Manager. Mr. Gilman was for over five years connected with the Pearsall Advertising Agency, and later served a longer period with Dan A. Carroll, during which time his attentions were entirely devoted to the New York territory.

## SOME CHALMERISMS.

"Please bear in mind that advertising never added one dollar to the value of any article advertised. Advertising merely tells the value, it does not create it. Goods must have merit in them to sell, and they must also have merit when sold to stay sold. A sale does not end with the making of it nowadays; it never ends as long as the man is using the article you sell.

\* \* \*

"I once heard it said that a man with a little idea always uses big words to express himself, because he wants to surround his idea with as big words as he can, whereas the man with the big idea uses little Anglo-Saxon words to express himself, because the idea is so big it needs no surrounding."

\* \* \*

"This use of publicity in advertising is one of the greatest ethical forces in business to-day, because dishonest goods cannot stand advertising and dishonest methods cannot stand publicity. Therefore advertising is the honest man's greatest bulwark, while it is the dishonest man's greatest bugaboo. You can catch the people once, but you can't continue to do it. But advertising is getting out into the light. Publicity corrects the abuses in public life. We know men are decent for one of two causes, either from fear of punishment or hope of reward, and I am thankful to say that decency in business as well as in other things is becoming fashionable in this country.

• • •

*Up-to-Date Farming* announces Allen & Ward, 112 Dearborn street, Chicago, as Western representatives, effective at once. Mr. Jewett has charge of Allen & Ward's agricultural papers. Chas. H. Hopkins & Son represent the paper in New York.

• • •

The National Buyers' Association, of New York, has been organized with a capital of \$5,000 to "extend the business of firms and individuals" and to do a general advertising business.

• • •

J. B. Sheffield, formerly of Gimbel's Philadelphia store, has joined the advertising forces of the New York store.

## Advs. in the COLLEGE WORLD

—Have more than general publicity interest.

—They have practically the selling power of having thousands of men putting your proposition to their college chums.

—Because the COLLEGE WORLD is close to its readers.

—It's the written enthusiasm and patriotism of College Life.

—Its stories, features, illustrations are of interest to every Freshman and Alumnus.

—It's the National Magazine supported by University men.

—You can tell these men of your merchandise.

—You can reach them reasonably.

—Ask us more!

## COLLEGE WORLD COMPANY

No. 1 Madison Avenue  
New York

## HOW WALL STREET IS GETTING INTO MAIL ORDER BUSINESS.

A SUMMING UP OF RESULTS OF TWO YEARS OF BOND ADVERTISING — THE BIRTH OF MAIL-ORDER FINANCIAL BUSINESS — MORE EDUCATIONAL EFFORT BEING PUT FORTH.

*By Theodore Rand-McNally.*

Two years ago Charles Lee Scovil, of Spencer Trask & Co., made the following statement to a representative of PRINTERS' INK. "When investment bankers place their advertising in charge of men qualified to make it a careful and intelligent study it will, in time, become one of the most valuable and profitable branches of the business." The last two years have seen much of Mr. Scovil's prophecy fulfilled. The steady growth that has been going on since that conversation took place has been a source of gratification to the reputable bond and security dealing houses as well as cause for congratulation of the bond buyer. A remarkable volume of mail-order business has been developed as a result.

The inception of security advertising was surrounded by a halo of uncertainty as to its advisability and doubt as to its results. The magazines helped the matter most appreciably when they started financial departments, and when they helped to drive out fake finance. The breaking of Wall Street bond house conservatism about advertising was a very stiff job, and is only partially accomplished yet. But as more modern conceptions of advertising are obtaining, and the educational idea is grasped, very interesting progress is being made.

Many of the bankers who advertise bonds ex-

pect the magazines to do all the educational work and start more people to buying bonds—being content simply to make their ads catalogue the particular bond issues they are selling and some talk about their previous prestige. This is really a lop-sided arrangement, and to expect the editorial department of a publication to do all the creative work is both unfair and unbusinesslike. In fact, the magazines have been criticized for giving too much space to financial advertising anyhow, falling in for the same sort of criticism that the newspapers have received for printing automobile matter.

A few of the best bond and banking houses are now using educational copy with significantly augmented results.

Speaking of the activities of more recent date, Mr. H. D. Robbins, of N. W. Halsey & Co., said in part: "The results of the ever widening campaign of the last two years have been felt by all who have been in any way connected with it. Magazines and newspapers have felt it in the form of pressure from their reputable advertisers and from public sentiment to cause them to clean up their advertising columns and rigidly exclude the fakers. Though some are still eligible for a black list, a large number scattered all over the country have brought their pages of financial advertising to the same standards of truthfulness that they strive to maintain in the editorial pages. Most newspapers will still carry copy of a more highly speculative nature than the magazines care to accept, but in most instances, though speculative, the investment advocated has a basis of fact.

"The public in general finds itself more interested in investment in security stocks and bonds. The in-

### Four Essential Points of a Good Bond

The only kind of bond in which you should invest your money is a bond that is paying a reasonable, conservative, commercial interest yield and is likely to appreciate in intrinsic value.

We now have and are offering for sale a bond which combines all of these essential points and to an unusual degree. This bond, the par value of which is \$1,000, pays 5 per cent, but the present low market price yields an income of about 5 1/2 per cent. This is an unusually high rate for a bond so well secured.

The name of this bond is

**California Gas & Electric Co.  
Unifying and Refunding  
Mortgage '52**

Due 1957. Discount \$1,000. Interest convertible.

**Security:** Due for the property of a large Public Service Corporation, serving a territory of 12,000 square miles, with a population of 1,000,000. The company has large and increasing net earnings and a conservative record of payment of interest.

**Equity:** Ready double and triple dividends are being offered, and a high intrinsic value is evident.

**Marketability:** This has had wide distribution to investment companies, trust companies, and to the public.

**Yield:** A safe 5 1/2 per cent of good market value at present, and the present low market price affords a superior income opportunity.

*Please send complete description on application. Add for descriptive circular C-17, also other let us know your needs.*

**N. W. Halsey & Co.,**  
Bankers and Dealers in Commercial, Municipal,  
Railroad and Public Utility Bonds.

New York, 1 Wall St. Philadelphia, 101 Chestnut St. San Francisco, 61 California St.

ONE OF THE FEW EDUCATIONAL BOND ADVERTISERS.

crease in national wealth, together with the publicity given financial affairs by the magazines, have brought this about. Banks, estates and trust companies have long been buyers in the security market. The advent of the man of moderate means is a new and growing branch of the business, directly the outcome of the advertising done by the bond dealers. Though America cannot yet rival France in this respect, it is, year by year, making a better showing; with the result that the per capita wealth of the nation is on the increase."

Establishment of a clientele of absolute strangers, reaching round the world is one of the most notable of the results of the campaign in the widely distributed magazines.

The bankers in Wall street, especially during the sluggish market for securities of the past few years, have gradually raised their opinions of advertising upon finding what a valuable standby the "mail-order" business in securities has become built solely upon the business developed through answers to magazine advertising.

The spectacle of Wall street leaning heavily upon the mail-order business in these parous times is rather entertaining!

—♦♦♦—  
UPON FORCING THE CONSUMER  
TO BUY.

## RAILROAD BONDS

Netting 54%

Listed on New York Stock Exchange

We can offer and recommend to investors a first mortgage railroad bond combining the three essential requirements for investments. Namely: safety of principal; marketability and good interest return.

*Full particulars upon request.*

## CHISHOLM & CHAPMAN

Members New York Stock Exchange

71 Broadway New York City

The change to an educational style of copy is one of the most notable results. N. W. Halsey & Co. took the lead in this matter and are still the most advanced firm in the use of clear cut informative copy calculated to second the educational attempts of the editorial financial departments.

The exchange of prestige by the magazines and the famous banking houses has produced an anomaly in the financial world—mail-order security buying. The customer located at some distant point who only occasionally visits the office of the banker is as old as the business, but the

To the ordinary, unprejudiced mind it will not appeal as sound business sense for the manufacturer of any particular line or brand of goods to advertise to the world the fact—if it is a fact—that certain people are forced to buy his product. On the contrary, that sort of thing would appear to be about the most wretched business judgment that is easily conceivable. Its instant tendency would be to arouse a suspicion that something is wrong with the goods; for an article of real merit requires only the commonly-accepted methods of exploitation and advertising for the production of results in sales; coercion is not necessary. These remarks are suggested by the recent appearance hereabout of a rather striking advertisement of a well-known hat, in which a youth is pictured as entering the private office of an elderly business man and "flashing" in his right eye the gilt trade-mark pasted in the "roof" of the tile. And as if commanding by illustration such an egregiously ill-bred act were not sufficiently shocking, the legend beneath recites that this make of hat "commands respect" and that its prestige is the best introduction that a man can have—a something demonstrated by the fact that the president of a large corporation employing two hundred salesmen insists that all of them must at all times wear this make of hat, and that the president of a leading life insurance company having one thousand representatives applies the same rule. No hat can possibly "command respect" when worn by a man whose self-respect is so near a minus quantity as to allow him to be compelled to wear it. And when the maker of it exploits the fact of the compulsion in print he would appear to be inviting prejudice against the goods instead of popularity for them.—*New York Commercial.*

## Finding Your Customer—

## The Style Books

ILLUSTRATING THE LADIES HOME JOURNAL PATTERNS

FOURTH AVENUE AT 30<sup>TH</sup> STREET  
NEW YORKSubject:  
Finding Your CustomerMr. American Manufacturer,  
Busytown, U. S. A.

Dear Sir:-

In marketing a product you must first find your customer. The maker of steel rails seeks his purchasers among those who have a need for steel rails; the builder of automobiles tries to reach those who can afford to buy automobiles.

So in every line of business, the seller looks for the buyer, and looks for him where he is most apt to find him.

Advertising is nothing more than a modern "Short-Cut" between seller and buyer.

For the advertiser of anything that women buy the QUARTERLY STYLE BOOK offers an unique service. It selects for him not only 300,000 able-to-buy women, but women who live in communities where he is able to sell. They are the good customers of his good customers -- the patrons of the leading stores in the large cities.

The 300,000 women who, this Spring, are going to consult the QUARTERLY STYLE BOOK represent an enormous purchasing power. They will have money to spend for clothes, food products, toilet preparations, household goods, - necessities and luxuries of all kinds.

The advertisers of such necessities and luxuries whose goods are distributed in the large centers, can turn to his advantage this "100% purchasing power". His advertisement in the Spring QUARTERLY will direct the demand for his goods to the very stores that could or should carry them.

Through no other medium will he be able so economically to find 300,000 possible customers

*for Spring  
issue close  
Nov 20<sup>th</sup>* Yours very truly,  
Krause R. Weingarten  
Manager Advertising Department

## Through The Quarterly Style Book

W. BEERY DUES President      BENJAMIN R. WRIGHT Sec-Treas      J. FRASIER DRAW General Manager

ADVERTISING  
COUNSELORS

THE  
ESSER-WRIGHT COMPANY

217 NATIONAL BANK BUILDING

UTICA, N. Y.

LITHOGRAPHIC  
PRINTING

August 30th, 1910

The Home Pattern Co.,  
4th Ave. at 30th St.,  
New York, N. Y.

Gentlemen:-

You will no doubt be interested to know of the results obtained from a quarter page advertisement in the Spring quarterly Style Book by one of our clients Chr. Hansen's Laboratory, man'f'rs of Jumket tablets.

We quote, as follows from letter received from them August 29th:

"We have received up to date 7,047 replies from our advertisement in the Ladies' Home Journal Quarterly Style Book Spring issue"

It is certainly a very gratifying showing, and we think that both the Quarterly Style Books and ourselves may feel complimented upon these good returns.

The returns, from the Summer Quarterly are not yet complete, but so far, they also are very gratifying and we expect will run close to the above number.

This showing speaks volumes for the Quarterly Style Books.

Sincerely yours,

The Esser-Wright Company,  
*W. Beery Dues*  
President

More  
than  
7000  
replies!

Summer  
"ad" still  
pulling

FREE FOR THE CHILDREN

To the first 100 persons mailing us one of the detachable Post Cards in this number of the Style Book, we will send free one of these beautiful cut-outs of a

"JUNKET" DOLL - PARTY

Lithographed in attractive colors. Size, set up, 12 inches wide, 8 inches high

Finest Food in the World for Children  
"Junket" is Made with Milk

Here is something for the mother—which will also be sent Free in the same package

1 Two "Junket" tablets sufficient for preparing two dairy deserts for the family  
2 One "Junket" Buttermilk Tablet sufficient for 1 qt. of buttermilk  
3 A book of valuable recipes for "Junket" Desserts and Ice Creams, collected by Jessie, McKenzie Hill, Emma H. Crane, and other experts in cooking

1 "Junket in Dietetics"—a short treatise on the uses of "Junket" in homes, hospitals and sanatoriums

Fill out and mail Post Card today  
Please give the name of your dealer

Address, CHR. HANSEN'S LABORATORY, Dept. S., Little Falls, N. Y.

This "ad" did  
the work -  
at a Cost  
of only  
250<sup>00</sup>

## THE ADVERTISING DEPARTMENT'S RELATION TO THE AGENCY.

VALUE OF HAVING A MAN WITH PERSPECTIVE FOR SELLING AS WELL AS COPY IN ADVERTISING MANAGERSHIP—AN INSTANCE WHERE SELLING KNOWLEDGE MADE GOOD—ADDRESS AT CLEVELAND AD CLUB.

By *L. R. Wasey,*  
Of Lord & Thomas, Chicago.

For every great advertising success where an advertising agency is credited with an important part of the work, that advertising agency's work is due absolutely to the possibility given it by the advertising department.

In other words, there can be no real performance on the part of the advertising agency unless the advertising department which interprets this service to the business *first* comprehends the needs of the business.

I have in mind an advertising manager, whom in our office we called an expert on the diagnosis and an expert on the executive management of the sales department.

This advertising manager went into his position with the belief that his work should be the preparation of copy, the organization of printed matter and the writing of letters. This man, however, took a big perspective of his business. He went into the position as an advertising manager, but the *moment* he got there thought first of all his study should be the need of the business and the general character of remedy that should be applied to the different conditions of trade and of selling. He then points out these varying needs and these conditions to his advertising agency, but the advertising manager is the administrator of the work. He adjusts the advertising agency's work so that it fits in perfectly with the merchandising scheme of his firm. He went to this concern as its advertising manager.

To-day, in the very nature of things he is the advertising man-

ager, the sales manager and the general manager. He superintends the collection of money; he superintends the work of the salesmen; he superintends the ginger work on the old dealers. In fact, centering in his department now are the strings of the entire business, but, mind you, he went into the position as advertising manager, and I will say to you that he was fearful of his ability to write letters and to write printed matter. He wondered if he could "make good" because his estimate of his worth was his skill in preparing printed matter. To-day he has three assistants working for him, all of whom can write better letters than this man can. But our friend developed as an executive, as a superior, as a man who can get perspective and viewpoint on the needs of a business.

So he has become great as a diagnostician and as an administrator, but his advertising agency is useful to him and does for him the work that an advertising agency should be employed to do. Do you appreciate the difference in the salary that this man will draw as an executive and the salary he would have been paid purely as a preparer of advertising material?

Not long since an advertising manager confided to me his secret, viz., that he positively did advertising more to seem progressive than to actually utilize advertising in the distribution of his goods. This advertising manager confessed that he had never conferred with the sales department with the view of devising plans to help them locate more prospects. His whole plan of work had been to shoot advertising into the air with the hope that it might hit something. He was a good deal like the man in the play. It was assumed that the advertising would be "good for something." It was not the advertising manager's fault.

I know of one concern whose men are kept busy constantly and there are 22 of these men working entirely on prospects developed for them by the adver-

tising department. I know of a clothing concern where the salesmen never make out their route list of towns until the report of the advertising manager is in which shows what towns are to be called on, by reason of prospects located by the advertising department. In these two cases the advertising manager and the sales manager are a unit in their work. In one case the sales department is absolutely subordinated to the advertising department; in the other the advertising department is the subordinate of the sales manager. But that the two departments should be absolutely one in their work for the business, there can be no question.

Advertising agencies will do more efficient work as advertising departments enter further and more accurately into distribution plans. Show me an advertising department that is not thoroughly admitted into the merchandising work of the firm and I will show you an advertising agency doing a service far below its standard.

♦♦♦

#### A NEW DAILY IN NEW YORK

In connection with an announcement that William Henry Beers is to succeed him as manager of the *Fourth Estate*, Ernest F. Birmingham outlines the scope of a new daily paper to be published in New York under the name of *The News-Letter*.

Mr. Birmingham states that the *News-Letter* will be a kind of a *Review of Reviews* in the daily field. It will eschew rank sensationalism and treat briefly other features of the day's happenings, such as the attempted assassination of Mayor Gaynor or the San Francisco earthquake, which the intelligent will read thoroughly about in his regular dailies.

The purpose of the *News-Letter* will be to condense the news of the world for the busy man; to gather and present editorial views on leading topics; to expand the news of the drama, art, music, education and religion in their higher phases.

The size of the proposed journal will be about half that of the existing dailies and its price will be five cents. It is expected to put out the first issue about December 1<sup>st</sup> from the *Fourth Estate* offices. Mr. Birmingham, who has devoted seventeen years to the *Fourth Estate*, will assume responsibility for the editorial and business management.

Mr. Beers, the new executive head of the *Fourth Estate*, has, it is said, had charge at different times of the *Illustrated American*, *Current Literature*, *Circle and Church Economist*.



The SYRACUSE EVENING JOURNAL won't stand hitched to either circulation or advertising figures. Keeps right on growing month after month.

The average circulation of the SYRACUSE EVENING JOURNAL for the month of September, 1910 (all returns, spoils, waste, etc., deducted, all certified and sworn to), was

**35,362 COPIES PER DAY**

Of these an average of 21,662 were in the city and 13,700 in the country.

It greatly pleases the undersigned to note that the foreign advertising for September, 1910, showed an increase of 70 per cent., and October, 1910, of 77 per cent. over the corresponding months of 1909.

The more general advertisers look into the "Syracuse situation" the more business the SYRACUSE EVENING JOURNAL carries.

SMITH & BUDD CO.

Advertising Representatives  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

PUBLIC LIBRARY FINDS  
HOUSE ORGANS IN  
DEMAND.

NEWARK LIBRARY NOW CATALOGS  
AND KEEPS ON HAND THE BEST  
HOUSE ORGANS—INTEREST IN  
BUSINESS GROWING—CATALOGS  
ALSO.

In line with the advancing public interests in trade matters, the Newark Free Public Library has opened a "Business Branch" and keeps on hand for reference representative house organs.

The experiment has so far proved to be a most helpful and interesting one. The law of supply and demand obtains in the literary world as it does in the world of common, every day affairs, and the demand for works that deal with the practical principles of industry and commerce, as well as with the practice of the professions is bringing forth a supply which is absolutely unprecedented. Of the ten thousand volumes in the entire branch library about one thousand are included in the so called business section. All of these are devoted to commercial topics, no attempt being made to duplicate on the subjects already well covered by the law libraries and the medical and theological department of the general library.

The new branch has been located in the center of the city and is almost entirely devoted to providing books, periodicals, maps, indexes and directories, etc., which would prove useful to business men in all lines. In addition to treatises on such general subjects as banking, accounting, book-keeping, advertising, salesmanship, etc. the librarian has had compiled and placed on the shelves of the institution an immense collection of manufacturer's catalogues, covering almost every conceivable branch of the producing industry. Still unsatisfied and seeing a still wider field of service the library is now adding to this collection a noteworthy group of house organs. This rather conglomerate title has been accepted in its wid-

est definition to mean any publication issued by a manufacturing house or jobbing concern in the interests of its business.

In reply to questions as to the possible utility of such a collection J. C. Dana, the librarian, says: "We have received a number of periodicals published by large manufacturing houses for some time and have also been much interested in the magazines edited by David Gibson and Leonard Smith. It seemed that a collection of house organs would be of interest to many manufacturers who use the library. We find certain house organs useful for the information they give, often long before it is available in book form, such as the publications of the Goldschmidt Thermit Company and the United States Sherardizing Company."

That the interest in the newly opened department is not to flag after a faddish run is shown by the eagerness of the library to secure copies of all the publications of this kind possible, and wherever it is practicable, to be put on the mailing list of the publisher for a regular supply.

The availability of such examples of trade publications with their condensed information, the opportunities to compile lists from the wide range of directories and telephone books kept on file and the maps and indexes would appeal to most business men as sufficient excuse for the existence of such a branch in every public library, but when one adds to these, uses its convenient and properly indexed shelves of business literature which the average manufacturer or dealer is not apt to have either in his office or home book collection, it would be no surprise to find it serving as a model for other communities where interests of the same sort are to be served.

Dr. Harvey E. Wiley has come forward with a suggestion that there be a drastic Federal censorship of drug advertising.

J. Munroe Heilbrun has resigned his position as advertising manager of *Scientific American* to become New England manager of the *American Exporter*, New York.

SUGGESTS BUREAU OF RESEARCH  
FOR INVENTORS.

Charles M. Haynes has drafted a bill advocating the establishment at Washington in the Patent Office of a Bureau of Research. The idea is that now, though an inventor may secure a patent, its ultimate validity depends upon a possible long-drawn-out suit in the courts—an expense that few inventors can undergo. It is advanced that a Bureau of Research could, by looking thoroughly into the new invention, determine whether it had claims that would allow a permanent patent. Mr. Haynes, who lives at Newark, N. J., is fanning a propaganda, looking to the establishment of the Bureau. He is sending out a bill which has been submitted to the Senate Committee on Patents.

In the memorandum attached to the bill Mr. Haynes points out that it is the history of most inventions that many thousands of dollars had to be spent upon securing their validity beyond dispute and infringement. The memorandum goes on to say:

"The exclusive right to sell the thing patented, constitutes the prime value of the patent. The creation of selling publicity has become an absolute essential to modern production and commerce. Advertising is the principal agency for selling.

"The magnitude of modern advertising has placed an added importance upon patent title. Selling publicity stands absolutely unprotected against trespass by commercial parasites, unless the thing advertised shall possess valid title supported with ample penalty for malicious encroachments upon it.

"Invention is brought forth; letters patent granted to it; preparation made for its manufacture. Thus far in the progression the invention remains a debit to its inventor or assigns, and of no value to the public.

"Selling publicity must be given the patented product if it shall become of commercial value.

"The rightful rewards from investments in accumulated publicity of patented merchandise are being heavily increased upon by unscrupulous persons who rely upon the instability of the present patent title and the uncertainty and great expense to the patentee of the ponderous legal procedure, for acquittal.

"This process begins as soon as the invention, developed and advertised at great expense, becomes felt upon the public markets.

"It is more often based upon some slight technical difference from the form of the commercial pioneer, which difference is often permitted letters patent, presumably upon the fact that, 'It is impossible to tell to whom the new invention belongs, so let 'em fight it out!'"

♦♦♦  
The John C. Powers Company has been incorporated in New York to carry on a general advertising business. Capital \$50,000. The incorporators are John C. Powers, Edward E. Bartlett and Louis H. Orr, of New York.

## "What Abraham Lincoln was as a man, The American Magazine is as a book."

Frank Dyer

### in "The Brotherhood Era"

In a recent number of "The Brotherhood Era," Frank Dyer of Chicago, one of the editors, published the following paragraph which he labelled "An Appreciation—Not an Advertisement."

If I were asked to name the most American product in American journalism I should say, emphatically, THE AMERICAN MAGAZINE. It is absolutely without a peer as an incarnation of the breadth, the depth, the height and the genius of the American people. Its greatness does not lie in the fact that it towers above us, leaving us in hopeless admiration, but in the fact that it so adequately interprets and expresses the great heart throbs of the nation. It is no single string instrument on which is played one solitary song. It has poetry and prose and prayer and sermon and story. It is human, it is patriotic, it is religious, possibly without knowing it—so much the better. It breathes forth the essential place that religion has in the nation's life. It deals with love and with life, with politics and with play, with the body and with the soul. It fights against corruption, oppression and villainy. It makes the evildoer fear and the righteous glad. What Abraham Lincoln was as a man THE AMERICAN MAGAZINE is as a book. If I had money enough I would like to own it, but seeing I have not, I am glad that a dollar and a half will buy it.

Since the effectiveness of advertising is largely dependent upon the confidence the readers have in the publication, The American Magazine offers more reasonable assurances of success than any publication in the field of national journalism.

The Phillips Publishing Company  
Union Square, North, New York  
150 Michigan Blvd., Chicago, Ill.

If you cater to liberal buyers these  
They reach the right

## The Theatre Magazine

It goes each month into the hands of thousands of subscribers who are anxiously watching for it. They read it from cover to cover. Each issue is even better than the previous one.

Do you wonder at its constant increase in circulation which means an increase in its advertising patronage?

## The Theatre Magazine

offers quality circulation

62,000 Copies Monthly GUARANTEED

THE THEATRE MAGA

8, 10, 12, 14 WEST 38th STREET

PUBLISHER

buyers these are the mediums you want  
such the right class of people

## L'Art De La Mode

a magazine famous for the past 29 years,  
but which, however, needed *young  
blood* and *new ideas*. No smart woman  
or up-to-date dressmaker is without it.

The advertising rates are low now.  
No one can predict how long they  
will last.

You had better secure space and  
reservation at once to hold good during  
1911.

## L'Art De La Mode

and Le Charme United  
“The Fashion Authority”

MAZAGINE COMPANY

PUBLISHERS

NEW YORK, N. Y.

## THE AD 'CLUB'S EDUCATIONAL PROGRAM OUTLINE.

MANY VITAL AND INTERESTING SUBJECTS TO BE TAKEN UP AT CLUB MEETINGS THROUGHOUT THE COUNTRY.

A significant organized movement to give a national and unified character to the program of the Associated Advertising Clubs of America is now completed and will shortly be launched.

The educational committee of the national body, appointed at Omaha in July, has finished a most comprehensive list of vital and timely subjects which it is proposed to have discussed simultaneously by clubs throughout the country. These subjects take into account the varying classes of advertising constituting the local club personnel, and cover broad ground. Both the practical and the theoretical sides of advertising are well combined, after much careful committee deliberation.

Ten subjects compose the program outline; each subject has three divisions which will be treated by three different members in twenty-minute papers.

Results from such simultaneous discussion of vital subjects throughout the country are expected to constitute a more or less final and authoritative answer to them, to the advantage of all concerned. The first topic will begin with December. The ten subjects chosen are as follows:

- I. Why This Club Exists.
- II. The Moral Essentials of Good Advertising.
- III. Formulating a Plan of Campaign.
- IV. The Practical Use of Science in Advertising.
- V. Advertising Successes and the Reasons for Them.
- VI. Who Pays for the Advertising?
- VII. Advertising Mediums—Basic and Supplementary.
- VIII. The Retailer and Nationally Advertised Goods.
- IX. The New Applications of Advertising.
- X. Boston Convention.

### I.

#### WHY THIS CLUB EXISTS.

(a) *What can this Club do for its members?*—Discuss the proper and reasonable scope of action for an advertising club. How can the club get the most for its members out of the educational course of the National Association? In this connection consider the work your club can undertake that will be supplemental of the educational course and best meet the special needs of your own members.

(b) *What can this Club do for its city?*—The advertising man as a good citizen. The publicity service the club can render to its community. How can the city be best advertised. Consider intensive work on the city itself to prompt it to improvement; then outline expansive work in advertising it most effectively.

(c) *What can this Club do for advertising?*—How can a club make itself the strongest force in its community in behalf of honest advertising. Can this force be best exercised as a moral power or as a censor and regulator. Consider investigation or research work that the club could undertake that would add to the fund of advertising experience and knowledge.

### II.

#### THE MORAL ESSENTIALS OF GOOD ADVERTISING.

(a) *Why confidence is an essential of advertising.*—This paper should dwell insistently on honesty as the bedrock on which believable advertising must rest. As President Dobbs has said repeatedly in his address, in order that there may be belief in advertising, advertising must be made believable. Compare advertising confidence to financial credit.

(b) *The house policy that develops confidence.*—Why a business without a definite, clear-cut policy is like a ship without a rudder. Analogy between house policy and the constitution of a state or nation. The importance of house policy in service, correspondence and every detail of business, as well as in advertising. Definite example of house policies that have been successful.

(c) *The advertising copy that begets confidence.*—Granted that confidence is an essential, how can it be imparted to copy. How one statement prompts doubt. Consider the question of giving comparative prices in copy. Is the description of quality more effective than the stating of price.

### III.

#### FORMULATING A PLAN OF CAMPAIGN FOR ADVERTISING.

(a) *Preliminary considerations determining the general character of campaign.*—The basic problem with advertisers is always the same, namely: to influence the minds of prospective patrons in favor of the advertised enterprise or commodity. The thing common to all advertising, then is the *influencing of minds*. It is the means of doing this which varies. The fundamental considerations in any advertis-

ing campaign might be summarized as follows: (a) Method of distribution of advertised goods or service (whether direct to consumer, through wholesale or retail trade, etc.). (b) Area of activity (whether the business is local, national or international, and that of a manufacturer, wholesaler or retailer). (c) Competition to be met. (d) Amount to be expended on advertising. (e) Character of sales organization. The paper should show very broadly how each item enumerated bears upon the selection of media, style of copy, supplementary advertising required and other phases of the subject as they occur to the speaker.

(b) *Selecting the classes of media and the individual mediums in each class.*—Salesmanship and advertising are analogous in that each involves something to be sold, a message and a messenger. In salesmanship the salesman carries the message; in advertising the medium takes his place as messenger, and the copy in its entirety takes the place of what he says.

The whole problem of media for any advertiser is summed up in the answers to two questions: Who buys? How reaches?

By "Who buys?" we mean who should be the logical customers, considering the nature, use, class, price, etc., of the advertised goods or service. This requires an analysis of the proposition itself. It may be a retail business seeking only a high-class trade in a limited territory or it may be a popular article to be sold everywhere. Whatever it is, this analysis will reveal its logical patrons classified in one or several of the following or kindred ways:

Probable patrons classified by locality, sex, age, occupation, wealth, education, culture, religion, politics, nationality, color, etc.

After the most suitable general classes of media have been decided upon the best individual mediums in those classes should be selected according to which furnishes most effectual access to the most available prospects in the largest number, cost considered.

(c) *Preparing the copy.*—In analyzing the business which furnishes the product to be advertised, and in analyzing that product to determine who should purchase it, the principal steps in formulating the style of copy to be used have also been taken.

For this has disclosed the advertisable points of the proposition and the logical people to whom the appeal is to be made as well as the mediums through which this appeal is to be delivered. In general, advertising matter should be varied according to

Nature and use of the goods or service offered.

Familiarity of its public with it or similar goods.

Its value.

Its cost.

Method of delivery.

Competition to be met.

Possible objections to be met.

Advertising seeks to influence the minds of possible patrons and in advertising the mind is reached almost entirely through the eye.

Therefore, the physical appearance, or arrangement, of the advertisement is

very important in order that the attention of the eye may be attracted and through it the mind interested.

The arrangement should be such that the appearance of the advertisement expresses, repeats and bears out the general thought which the advertisement as a whole and in its text matter seeks to convey. Involved in this arrangement are

Backgrounds (white paper, sign-boards, etc.)

Ink, Paint and Colors.

Lettering or Typemaster.

Borders.

Ornaments.

Illustrations.

Headings.

Display.

Etc.

A campaign, taken as a whole, should set out to accomplish some definite object and the individual advertisements may attempt only parts of the message or all of it, and different classes of media may supplement each other according to their natural adaptability.

#### IV.

##### THE PRACTICAL USE OF SCIENCE IN ADVERTISING.

(a) *In studying the mind of the consumer.*—Every sale, by advertising or otherwise, is made in the mind of the buyer. It is, therefore, necessary to know the characteristics of the mind that are common to all minds, such as the disposition to act affirmatively when asked or ordered, to do so. The so-called "motor principle," the connection between the mental and physical organism, etc.

(b) *In applying the principles of art.*—The chief fundamentals of art are as necessary in advertising as in art, and for the same reason—the favorable influencing of the reader. These are: form, composition, proportion, balance, harmony, symmetry, tone, perspective, color, light and shade, and in some instances some of the other more exclusively art principles. The object of this study and employment of these art principles is to get the advertisement agreeably noticed and the eye attracted when the advertisement is first within the field of vision and before conscious attention has been given it.

(c) *In studying the habits and powers of the eye.*—The powers and habits of the eye that it is necessary for advertisers to take account of are its predilections and antipathies regarding form and color, its capacity to "pick up" words and combinations of words without conscious effort or direction, its type preferences, and its habits and methods in reading. (This very important subject which treats broadly of what is usually called the psychology of advertising, will be further elaborated in a future issue of *The Voice*.)

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#### VI.

##### WHO PAYS FOR THE ADVERTISING.

(a) *The increased cost of living.*—Growth of higher standard of living. The luxuries of yesterday become the necessities of to-day. How manufacturers have created new wants. Reading of extracts from the official report of the Commission upon the Cost of Liv-

ing appointed by the State of Massachusetts, as bearing upon advertising, and reading of the reply from the Editor of PRINTERS' INK. General debate of these opposing views.

(b) *Competitive advertising.*—The difference between creative and competitive advertising analyzed. Is competitive advertising an economic waste and therefore contributory to the present higher cost of living? Which makes the most sales, competitive or creative advertising? Attitude of the public towards attacks and recriminations in advertising. Consideration of the present tone of advertising of John Wanamaker, Chalmers Car, the talking machine and player-piano advertisers.

(c) *Advertising advertising.*—Desirability of a broad propaganda to the public which shall lead to a proper understanding of the place that advertising holds in economics. What practical part can this club take in such a movement? Are publishers living up to their opportunities in promoting a knowledge of the commodity which they themselves have for sale? Does the right kind of advertising tend to increase or decrease selling costs? Distribution on a more economical basis the great commercial problem of the day.

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### VIII.

#### THE RETAILER AND NATIONALLY ADVERTISED GOODS.

(a) *The retailer's relation to the consumer.*—His responsibility to his customer defined. How can the retailer become a more important factor in distribution? To what extent is it practicable to educate clerks to know and talk merchandise intelligently? What kind of information about advertised goods does the dealer want and in what form would he prefer to receive it? Advantages of brand or package goods and ability to trace responsibility of merchandise directly to manufacturer. Manufacturers' guarantees, their strength and weakness.

(b) *The retailer's relation to the manufacturer.*—Who should bear the burden of strictly local advertising, the manufacturer or the retailer? Plans by which cost of local advertising is divided. How can the manufacturer win the attention and co-operation of the retailer? Value of booklets, circulars, mortised electrotypes, etc., furnished by the manufacturer. Are house organs being overdone? What the retailer owes to the advertising manufacturer. Growth of mail order houses. Is indifference to manufacturers' appeals likely to lead to direct selling to the consumer?

(c) *Price maintenance.*—Description of principal systems used by manufacturers to prevent price-cutting. What should be the attitude of the retailer towards these methods? The substitution evil. Profit as a factor in the recommendation of specific brands. Private brands explained. What is the business-like attitude for the retailer toward widely advertised goods enjoying a large demand but affording only a slender margin of profit? The quantity discount. Bonuses for large orders, and do they lead to price-cutting? Ad-

justment of selling plan to large department stores and to small retailers.

### IX.

#### SOME NEW APPLICATIONS OF ADVERTISING.

(a) *To the improvement of civic and social life.*—Nothing in the history of advertising is more interesting and significant, and nothing so conclusively proves its efficiency, as the recent history of its employment in new departments of communal and business life. The record advertising has made in the specific work of promoting the physical growth and wealth of cities and sections is remarkable, and a matter of record; present examples. The part played by advertising and advertising methods in the wonderful work of sociology furnishes a study that is almost as intensely interesting as the work itself.

(b) *To the spread of knowledge of industries and corporations.*—The changed attitude of great corporations toward advertising. How they now use it to get information about their work and methods before the public. The campaign of the Bell Telephone interests to educate the people on the social and business value of the telephone; results of the campaign. How some railroads now use advertising to present their case to the public (the New York Central Lines and other roads and the lighting, gas and street railway companies in many cities are striking examples to present.)

(c) *To the elucidation and spread of ethics and religion.*—The part played by advertising in the spread of ethics and religion is always vital when it is intelligently applied; and it is of great interest to observe that every religious movement of consequence is planned almost exactly as a good advertising campaign would be planned. Study the methods of any successful evangelist, and note how he employs all the resources of psychology to reach, touch, sway and convince the minds of his auditors; and note with what skill he handles his crowd before the time for his meeting to begin—how his assistants move about and key the people up to the heights they are to be urged to mount, by talk, by songs, and by little exhortations—until when the star evangelist appears they are ready to give him their earnest attention. This topic, well manned and well studied, should furnish an evening of uplift and new power for all advertising men.

♦ ♦ ♦

#### HOW OSTERMOOR REPUTATION IS BEING USED.

It is seldom that an advertiser is given as distinctive publicity as the Ostermoor Company has received at Big Springs, Tex., where it has had a hotel named after its product. The Ostermoor Hotel makes its most telling claim for patronage on the grounds that it is the only hotel in its vicinity in which all beds are fitted out with the nationally known Ostermoor Mattress. Guests are particularly invited to notice the mattresses in their rooms. The idea is carried out on the hotel's letterhead.



New York, Sept. 20, 1910.

“Of the magazines which we have used regularly throughout 1910, *Success Magazine* leads both in mail order results and booklet inquiries.”

ROBT. H. INGERSOLL & BRO.

Manufacturers of Ingersoll and  
Ingersoll Trenton Watches

## THE "ANTI-TRUST" ARGUMENT IN SELLING.

TWO FIELDS IN WHICH IT MAY BE USED—ONE WITH DOUBTFUL RESULTS—THE OTHER WITH A LARGER CHANCE OF UTILITY.

*By Jerome De Wolff.*

How vital is the antipathy to "the trusts" in the United States to-day? In other words, what does the "anti-trust" cry amount to as a selling argument?

A number of products are marketed with insistence on the fact that they are in no way connected with a trust. Horlick's Malted Milk is loudly proclaimed, "Not in a milk trust." On its sausage labels the Deerfoot Farm disclaims all connection with the "meat trust." The Bullard Thread Company, of Holyoke, Mass., makes its appeal to the retailer on the fact that it is "not controlled by the trust." Dozens of other advertisers, especially in farm and mail-order papers, use the anti-trust cudgel.

Unquestionably the bare argument or statement as it stands is usually nothing more than an attempt to arouse prejudice against combined manufacturing interests. If it is backed by no better appeal than this it must eventually revert to the detriment of the advertiser by whom it is used. The press of the country has devoted more columns than thought to the subject of trusts. The perennial Theodore has swung the big stick in print and oratory against trusts (the latest being the wallpaper trust).

Still the combinations exist. Legislative corruption, labor agitations, boosted prices and consequent increased cost of living, in fact most of the evils to which society is heir have been laid at their doors. Somewhere beneath all this ranting is the public's genuine opinion of trusts in general and that opinion must form the basis of utility upon which the anti-trust argument rests.

Undoubtedly a certain portion of the population of the United States hates "the trusts," though the word means little or nothing to them save the well-dressed hogs of yellow journalistic cartoons. The public as a whole is very poorly informed as to the existence and operation of combines which might be called trusts, despite all that has been printed on the subject. Mention meat and its price, and some one growls "trust." Talk of biscuits, and some one will think of Uneeda, but few will attack a trust. Yet there is about as much justification in the one case as in the other. There are any number of "combines" in many lines of trade, from oilcloth to automobiles, and while they are usually more powerful than all remaining competitors put together, they are scarce-ly "trusts."

Many advertisers, however, believe that in the Middle and Far West the anti-trust sentiment is so strong that it still counts. A

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### Are You a Free and Independent American Dry Goods Merchant? Then You Should Sell a Free and Independent Brand of Spool Cotton

WE, the BULLARD THREAD COMPANY, manufacturer here of Holyoke, Mass., a maker of spool-cotton, which is perfect in every detail and is superior in strength, smooth sewing qualities and from 10 to 12% less in price than any other brand.

By far the greatest proportion of the trade made and sold in the United States and in every other civilized country is controlled by a gigantic trust—Quaker, and a few other concerns (and the like) a very small part of the total trade.

Charles Dyer used the 8c. price on himself in the American market, and a strong thread paid to the American Merchant.

The Litigation Which Has Handicapped Us in Our Operations Has Been Finally Cleared Up.

You can buy CHARLOTTE CLOTH, BULLARD COTTON or BULLARD COAL at a less price from American Merchants.

It is sold in CHARLOTTE CLOTH, BULLARD COTTON or BULLARD COAL to the spool, with 14c. a dozen paid and freight allowed on a carload.

We want 15,000 free and independent American Merchants to speak up and say—What's your opinion of the 8c. price on your part?

CHARLOTTE CLOTH is distributed through a long list of free and independent American merchants. We will be glad to send you the list.

**Bullard Thread Company, Holyoke, Mass.**

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BIG TRADE PAPER COPY ON "ANTI" TRUST LINES.

concern which sold coal direct to farmers on the anti-trust argument thrived for a time, but readers wearied of the cry. Lumber, shoes, clothing, paper and a great many other things have been sold on the anti-trust argument; but it does not seem to last.

Personally, do you care whether or not your hat is plainly stamped in the band, "Not made by a trust?" If you are fond of "the food drink for all ages," would it stop your patronage if the Horlick Company became a member of a trust to-morrow? What, then, does this argument gain? To

## THE OHIO FARMER AND ITS ADVERTISEMENTS

PUBLISHERS OF "OHIO FARMER" IN  
EDITORIAL CALL ATTENTION OF  
THEIR SUBSCRIBERS TO THE GREAT  
IMPORTANCE OF CAREFULLY STUDY-  
ING ITS ADVERTISING COLUMNS.

Did you ever stop to think that there is a liberal education in the advertisements that appear in a modern periodical? This is an age of advertising. An article cannot be successfully placed upon the market—generally speaking—without good advertising; that is its introduction to the public. If you will think back a little you will recall the many pieces of *first news* that you have gained through the advertising columns—new machines, new devices, new breeds, new lands, new styles, new household conveniences, new places to get the thousand articles that must be bought, and where to get them cheapest or to the best advantage. There are some periodicals published that hold their subscribers almost entirely through their advertising columns, because, by studying these columns, the reader may know what particular article may be had upon the market.

The fact that a paper carries a large amount of *the right kind* of advertising is a clear indication that it has the confidence and respect of its readers. Otherwise it would not get the orders for the advertisements. The advertising business is now a well-defined cog in the modern industrial machine. Probably 90 per cent of the advertising is placed by men who do nothing else than handle this business for the men or firms who sell the goods. These agencies make it their business to in-

vestigate carefully the standing of all of the agricultural papers, for instance, and then place the advertisements where they know they will do the most good to the merchants or manufacturers. It is to the interest of the advertising agency to make the advertisements yield the greatest returns, just the same as it is the business of the attorney to advise his client wisely. Therefore, the large amount of advertising carried, *provided it is high-class advertising*, is a good feature of a paper, rather than a bad one.

Some people still frequently remark that they do not like this or that paper because it prints too many advertisements. This statement shows that the speaker is not a reader of advertisements, and that he does not place value upon any but the straight reading columns. It may further indicate that he does not place any faith in an article that is advertised, for the reason, perhaps, that he thinks a good article will sell itself and therefore does not need to be advertised. Such opinions are incorrect, as no matter how good, or how necessary, an article may be, people will not buy it unless they know that it is for sale.

We know that, by the majority of our readers, the *Ohio Farmer* advertising columns are considered as guides to buying. They have faith in the advertisements because they know that they are carefully edited, and that we are very careful to exclude from our columns advertisements that should not go into the home, or which are displaying a fraudulent article. The only way that we can make our readers retain this faith is by continuing, in the future, our policy of keeping our advertising columns clean and reliable. This we intend to do. This paper has been published by the same management for nearly forty years. It has built up a patronage and a following that is the envy of every other publisher in the land. No great success can be built upon the frail foundation of deception or inconsistency; nothing will support real success except the solid rock of reliability and fair dealing. This foundation we have. Our readers are assured that our advertising columns are reliable and clean, and that our advertisers are safe people to deal with. Patronize them and they will give you square treatment. Read the advertisements, even if you are not thinking of making any purchases at the time. You will find information there that will be invaluable to you.

whom does it appeal? Does it contain any assurance of quality? Does it entail any necessary reduction of price? These are the things for which the consumer looks. However much the fact may be bewailed, it remains that few of us care whence come the articles we consume if they but prove satisfactory in the use. With the man in the street—the ultimate consumer—the anti-trust argument has undoubtedly been lessening in effectiveness as a call to arms. In fact, many men of the larger cities, at least, purpose-

few independent manufacturers has in some cases preserved the living profit of the retailer on certain lines of goods. It is natural that the dealer should have no deep-rooted love for those who have attempted to ruin profitable sections of his trade by compelling him to carry their goods with only sufficient margin to cover handling expenses.

This divides the possible utility of the argument into two distinct parts. Where the appeal is to the consumer the selling power of such advertising is fairly negligible, except in some rural districts, concerning some few lines of goods.

In the other field, that of the trade paper appeal to the dealer, special circumstances may combine to give such an argument a power of appeal. The quality being up to standard, the dealer may purchase the non-trust-made article for practical profit reasons, though by no means always with a quality advantage.

THE TWO PUBLICATIONS HE  
READS FROM COVER TO COVER.

BALLARDVALE SPRING WATER.  
Though not a medicine: it "doeth good like a medicine."

BOSTON, MASS., Nov. 3, 1910.

*Editor of PRINTERS' INK:*

I have your letter of October 20th reminding me that my subscription to PRINTERS' INK is about to expire. I herewith send check for three years' subscription. I wish to apologize for the delay in this matter. I trust that I have not missed any copies.

I may say that I consider PRINTERS' INK by all odds the most useful bit of printed matter that I take. There are two magazines that I read from cover to cover: one is published in Philadelphia and has a circulation of, I understand, a million and a half a week—the other is PRINTERS' INK.

E. S. BARKER,  
Vice-President.

PILGRIM'S "NEW ENGLAND  
NIGHT."

The Pilgrim Publicity Association had its "New England Night" last month. The watchword on the cover of the four-page menu was: "Unlock ye New England's resources and with your wealth of brain and brawn erect for her a structure of prosperity enduring as the pyramids of Egypt or as even time itself." The invited guests were Bernard J. Rothwell, of Boston; Charles W. Bosworth, of Springfield; Edward F. Trefz, of Chicago, and Joe Mitchell Chapple, of Boston.

**At Fountains & Elsewhere**  
**Ask for**  
**"HORLICK'S"**  
The Original and Genuine  
**MALTED MILK**  
The Food-drink for All Ages.  
At restaurants, hotels, and fountains.  
Delicious, invigorating and sustaining.  
Keep it on your sideboard at home.  
Don't travel without it.  
A quick lunch prepared in a minute.  
Take no imitation. Just say "HORLICK'S."  
**In No Combine or Trust**

AN ADVERTISER WHO PERSISTENTLY HAMMERS AT THE TRUST.

ly avoid an article so marked or advertised. It seems suspiciously like a yelp of envy or incompetence, or a cloak to cover lack of intrinsic value.

The trade-paper advertisement of the Bullard Thread Company, which is reproduced with this article, is a good example of the anti-trust argument, but addressed to the retailer, a rather unusual application of the anti-trust idea. The dealer is exhorted to be free and independent. Of what? Just how purchasing from an individual manufacturer rather than from a combine of such manufacturers is to benefit his business does not become quite plain. The argument may have a valid appeal in this instance, however. Retailers have had vexations galore in dealing with the "thread trust." Then, too, the undaunted stand of a

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# CONFIDENCE

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A LARGE national advertiser known as a shrewd and careful space buyer has purchased seventeen pages on the inside cover of Leslie's Weekly. Before this advertiser would sign a contract for this space he had to be shown—

The *quantity and quality* of Leslie's Weekly circulation had to be proved to him beyond even a shadow of a doubt.

That this advertiser signed a contract at card rates and the advertising is now appearing is proof of his confidence that Leslie's Weekly has not only *quantity* but *quality circulation* and that we are able to substantiate all the claims we make.

The circulation of Leslie's Weekly is *guaranteed*—more, it is increasing every issue.

Let us prove it to *you*.

**Rate \$1.00 a line till May 1, 1911**

# Leslie's

ILLUSTRATED WEEKLY

ALLAN C. HOFFMAN

*Advertising Manager*

225 Fifth Avenue, New York

CHAS. B. NICHOLS

*Western Manager*

Marquette Building, Chicago

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## CANADA'S GREATEST ADVERTISERS—THE RAILWAYS.

HOW HALF A MILLION DOLLARS PER YEAR IS SPENT BY CANADIAN PACIFIC R. R. TO EXPLOIT CANADA—A WORLD-WIDE CAMPAIGN FOR COLONISTS, ETC.—MANY FORMS OF ADVERTISING, NEWSPAPERS BEST.

The Canadian Pacific Railway Company is the greatest advertiser the Dominion of Canada has. Its thousands of agents throughout the world are all at work to increase the business of this country. Ask any globe trotter and he will tell you he has never been able to get away from this company's offices, literature, maps and pictures. They are simply everywhere in Europe, Asia, Africa and America. It is a mighty work this corporation has been engaged in for the past twenty years, educating the world about Canada. They have been wonderfully versatile in their methods, bold in their enterprises and remarkably successful in the results obtained for their vast expenditure. Each of their thousands of agents throughout the world is a trade commissioner for Canada. The average citizen of any of the great cities of Canada—Quebec, Montreal, Ottawa, Winnipeg, Calgary, Vancouver or Victoria has but little idea of the immense amount of profitable publicity given gratuitously to these cities abroad or how much of their success they owe to the agents of this company who persistently, in season and out of season, talk Canada, give away millions of booklets and tens of thousands of maps and photographs.

At every big exhibition throughout the world you will find it in the foreground with a building of striking architectural design, well equipped with everything to induce travel to Canada. The result of which is the name and the wealth of Canada is wonderfully advertised throughout the world.

The one man to whom the credit is due for this singular and

remarkable work is the brilliant President of the Canadian Pacific Railway, Sir Thomas Shaughnessy, who for some time has given this department his personal attention. To him advertising is not an expense, but an investment that produces good returns. In discussing this subject Sir Thomas Shaughnessy said: "Advertising is essential these days to every business organization. You must let the public know what you have to offer. I place the most value on our service, which we try to make so good that every patron is pleased and naturally becomes enthusiastic regarding our company. It is business on a permanent satisfactory basis that we desire. Much of the business of every railroad is created, and this is the work of the advertising department to place truthfully and attractively before the public what this road has to offer and with such a plethora of scenery as we have along our line this is no small job. Our W. T. Robson decides the mediums to be used, and I agree with him that newspapers come first. Booklets, magazines and all the various other methods for reaching the public have merit, and varied indeed are the many channels we use to induce travel and create business."

It is the systematic, careful continuous advertising of this great corporation that has done so much to make the name and fame of Canada familiar throughout the world.

### WORLD-WIDE MOVING PICTURE ADVERTISING.

MacKenzie and Mann, the owners of the Canadian Northern Railway, have adopted a new scheme for interesting prospective settlers in the section of Canada which their road is developing. Expert moving picture makers were taken into the very heart of this great stretch of country at the various seasons of the year to get views of the actual living conditions and possibilities. In the resulting films "The Immigrant's Progress in Canada" is shown step by step. From his first sod house and trio of oxen

to his modern wide-eaved country home, procession of a hundred horses and automobile no part of his work and ever increasing prosperity is omitted.

With titles and explanatory notes in English these pictures are being shown all over the United States, Canada and England. With the titles translated and the explanatory notes made more particular, the pictures are to be seen in all the European countries from which the Canadian Government wishes to bring the majority of its settlers.

The pictures are distributed by some of the best known firms in the business and no charge is made for their use either by the railway or the film handler.

If other industrial concerns in Canada were to have but half the advertising sense that Canada's railways have, they might have more chance to win than they have.

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AGENCY PUTS UP CUP FOR TEAM WORK IN CITY ADVERTISING.

At a meeting of the Greater Des Moines Advertising Committee held on November 1st the following resolution was adopted:

"I move that the Greater Des Moines Committee accept the cup offered by the Mahin Advertising Company to the team of the Admen's Club who writes the best advertisement for the city of Des Moines, and that the Greater Des Moines Committee further offer \$100.00 to the Admen's Club, to be used by them in the furtherance of their Iowa Publicity Campaign, with the understanding that all advertisements submitted in competition for the Mahin cup become the property of our committee, to be used wholly, or in part, as they see fit. The cup is to be competed for twice a year and become the permanent possession of the team winning it three times in succession."

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CAN DO IT IN REAL LIFE AS WELL AS "ON THE BOARDS."

On November 3rd the Terre Haute *Tribune* was turned over to Charles Waldron, the editor in Liebler & Co.'s successful play, "The Fourth Estate." Mr. Waldron took charge of the *Tribune* and handled every issue from the noon edition to the "bulldog." The *Tribune* says if he ever decides to quit the stage he will have no trouble landing a newspaper job.

In **Troy**  
THE  
**Record**

One reason why Troy and its vicinity is such a remunerative field for general advertising is because its people depend largely upon advertised goods for their livelihood. Troy is the home of E. & W. Cluett, Ide, Barker, Corliss-Coon, Gotham and Lion brands of shirts and collars. Every one of these big factories is a general advertiser and every one of the thousands of employees know and appreciate that advertised articles must possess merit and quality.

**Circulation of  
22,414  
Guaranteed**

The *Troy Record* is the only paper in this territory which covers its field thoroughly and it can therefore be used exclusively. It reaches 85% of the homes, while the balance of 15% is distributed among three of its daily contemporaries. If you have a story to tell, do it through the columns of the *TROY RECORD* and you will not only get quantity but quality as well, for the *RECORD* is universally read from one end of its territory to the other.

**THE TROY RECORD  
TROY, N. Y.**

## COMFORT'S Space Rates And Advertising Value

An advance of about 25% in large space rates will take effect with next January issue of COMFORT.

Prior to December 15, 1910, large space (except for medical ads) in two or more 1911 issues may be contracted for at present low rates.

The line rate remains unchanged.

Our present (old) large space rates are low, disproportionately low compared with our line rate and with COMFORT'S recognized value.

COMFORT'S advertising value has been much enhanced since present rates were made.

A bigger, better, higher priced paper, reaching the best class of rural subscribers throughout the Union;—that's our doing.

The purchasing power, standard of living and wants of COMFORT readers have been largely augmented by the recent phenomenal prosperity of the farmers;—that's our luck.

# Cinch a Bargain

Rates  
Value

# RISE

RESULTS:—recent large gains in COMFORT'S advertising patronage crowding our columns to the limit, while several times orders had to be turned down for lack of space.

National advertisers who are reaching for farmer trade begin to appreciate the merits of COMFORT and are giving it an increasing share of their patronage.

All because COMFORT ads pay big.

Our new large space rates are moderate for size and quality of circulation, but here is an opportunity to cinch a bargain by contracting now at the present low rates.

For present large space discounts and other information inquire of any advertising agency or apply direct to

**W. H. GANNETT, Pub., Inc.**

Augusta, Maine

New York Office: 1105 Flatiron Bldg. WALTER R. JENKINS, Jr., Representative  
Chicago Office: 1635 Marquette Bldg. FRANK H. THOMAS, Representative

by Contracting Now at  
the Present Low Rates

We are the exclusive  
National Selling Agents  
for the space of more  
than three-fourths of the  
cars in the United States,  
Canada, Cuba, Mexico,  
Porto Rico, Brazil and  
the Philippine Islands

STREET RAILWAYS  
ADVERTISING COMPANY

HOME OFFICE: FLATIRON  
BUILDING, NEW YORK

WESTERN OFFICE  
FIRST NAT'L BANK BLDG.  
CHICAGO

PACIFIC COAST OFFICE  
242 CALIFORNIA STREET  
SAN FRANCISCO

## FIGHTING OFF THE GOOD-WILL PIRATES.

THE MCCRUM-HOWELL CO.'S INTERESTING BATTLE TO WARD OFF INFRINGERS SEEKING TO PROSPER ON GOOD WILL OF ITS ADVERTISING—NOW GIVING ITS KEEN ATTENTION TO ADVERTISING AND SELLING ORGANIZATIONS.

By *Myron B. Elwood*.

It has been repeatedly proven that while a patent is a most valuable authorized monopoly, nevertheless in exact proportion to public demand must energy and money be expended in defending the patent. The less the amount of trade-mark good will with the public, the more vulnerable it is. Consequently thousands of articles of merit have been unable to stand the onslaught of infringers and have either assigned to those with cash enough to fight all comers or have dropped out of the market.

The experiences of an able concern in surmounting obstacles in a line particularly beset with such conditions make interesting and instructive reading.

Against each dollar spent since last January in advertising the Richmond Suction Cleaner, the McCrum-Howell Company of New York has had to make a heavy fixed charge incurred because of the necessity of proving in the courts the rights to the good will thus created. The national campaign had not been in process more than three months before there were not less than five concerns offering vacuum cleaners obviously designed to take advantage of the widespread Richmond publicity.

The first ten months of the existence of the Richmond Sales Company, which is a creation of the McCrum-Howell Company, have therefore been unusually strenuous. Facing the herculean task of organizing a marketing machinery that should supply consumers everywhere in the country, it has had to fight off unfair competitors as well.

Having rounded up eighty per

cent. of the vacuum cleaner patents, and having a reserve of financial strength, the McCrum-Howell Company has been in an excellent position, legally, to defend its rights. It has therefore disposed of unfair competition much more quickly than have many other concerns which, from the moment the first dollar was spent in advertising, have had to divide their energies much longer in fighting this kind of rivalry.

### Nine Recent Decisions in Vacuum Cleaning

- July 2, 1916. U. S. Circuit Judge Collier, sitting in Chicago, granted a decree in favor of the McCrum-Howell Co. against the Richmond Sales Co. The court held that the Richmond Sales Co. had been guilty of infringement of the McCrum-Howell Co.'s patent for a vacuum cleaner.
- July 7, 1916. U. S. Circuit Judge Collier, sitting in Chicago, granted a decree in favor of the McCrum-Howell Co. against the Richmond Sales Co. The court held that the Richmond Sales Co. had been guilty of infringement of the McCrum-Howell Co.'s patent for a vacuum cleaner.
- July 10, 1916. U. S. Circuit Judge Collier, sitting in Chicago, granted a decree in favor of the McCrum-Howell Co. against the Richmond Sales Co. The court held that the Richmond Sales Co. had been guilty of infringement of the McCrum-Howell Co.'s patent for a vacuum cleaner.
- July 11, 1916. U. S. Circuit Judge Collier, sitting in Chicago, granted a decree in favor of the McCrum-Howell Co. against the Richmond Sales Co. The court held that the Richmond Sales Co. had been guilty of infringement of the McCrum-Howell Co.'s patent for a vacuum cleaner.
- July 12, 1916. U. S. Circuit Judge Collier, sitting in Chicago, granted a decree in favor of the McCrum-Howell Co. against the Richmond Sales Co. The court held that the Richmond Sales Co. had been guilty of infringement of the McCrum-Howell Co.'s patent for a vacuum cleaner.
- July 13, 1916. U. S. Circuit Judge Collier, sitting in Chicago, granted a decree in favor of the McCrum-Howell Co. against the Richmond Sales Co. The court held that the Richmond Sales Co. had been guilty of infringement of the McCrum-Howell Co.'s patent for a vacuum cleaner.
- July 14, 1916. U. S. Circuit Judge Collier, sitting in Chicago, granted a decree in favor of the McCrum-Howell Co. against the Richmond Sales Co. The court held that the Richmond Sales Co. had been guilty of infringement of the McCrum-Howell Co.'s patent for a vacuum cleaner.
- July 15, 1916. U. S. Circuit Judge Collier, sitting in Chicago, granted a decree in favor of the McCrum-Howell Co. against the Richmond Sales Co. The court held that the Richmond Sales Co. had been guilty of infringement of the McCrum-Howell Co.'s patent for a vacuum cleaner.
- July 16, 1916. U. S. Circuit Judge Collier, sitting in Chicago, granted a decree in favor of the McCrum-Howell Co. against the Richmond Sales Co. The court held that the Richmond Sales Co. had been guilty of infringement of the McCrum-Howell Co.'s patent for a vacuum cleaner.

The McCrum-Howell Co., at a large expense, has brought together under one roof all of the nine "Recent Decisions" in Vacuum Cleaning patents.

These are the legal papers for the law offices, in which a single room, of the litigation of many inventors.

The corporation cordially will bring full information regarding "The McCrum-Howell Vacuum Cleaning Franchise."



WARNING

GENERAL OFFICES: 500 Broadway, New York City

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mond Suction Cleaner are not necessary to the mechanical operation of the machine, but are merely to give it a distinct characteristic and unique appearance, so that the public can instantly identify it as Richmond. On account of the large sums of money spent in advertising, substantially all of which included a cut of the Richmond, the general appearance of the machine is now well known throughout the trade and the public in general and purchasers are enabled to identify the machine, manufactured and sold, simply by its appearance. In fact many purchasers depend wholly on their familiarity with the appearance of the machine to identify the Richmond.

"As is usually the case, the imitation device was offered at a considerably lower price than the Richmond . . . its sale reacted on the Richmond and injured its name because the public was practically unable to distinguish between the two machines owing to their similarity in appearance."

The courts have protected the rights of the McCrum-Howell Company. The audacious infringer on July 20 was restrained by an injunction issued by Judge Kohlsaat, of Chicago, from manufacturing or selling or offering for sale a machine like or substantially like the Richmond, and particularly from manufacturing, selling or offering for sale its imitation machine.

The imitators found that this decision cut the ground from under their feet. Left with many cleaners on hand, they felt about for a way to dispose of them and took the bull by the horns by offering them to the Richmond Sales Company. No comfort was offered by them, however. Again they took the matter before Judge Kohlsaat in the United States Circuit Court and obtained permission to dispose of 1,000 cleaners on hand *only on condition that a \$20,000 bond be given to protect the McCrum-Howell Company, and that each machine be plainly marked. "Not the Richmond Suction Cleaner manufac-*

*tured by the McCrum-Howell Company.*"

The extent of the defensive litigation waged by the McCrum-Howell Company is indicated by the nine decisions in their favor handed down between May 31st, 1910, and August 18, 1910. In several of the decisions the presiding judges left their hearers in no doubt that they regarded this species of unfair competition



EDUCATIONAL COPY IN MAGAZINES.

as utterly undefensible and as a most unjust drain upon the resources of a manufacturer.

Thus with the opening of the fall season the McCrum-Howell Company finds itself for the first time in position to go ahead and derive the fullest possible advantage of the campaign of advertising which it has consistently carried on. The temptations of the unfair competitors are understood when it is stated that the following periodicals have been upon the list for Richmond Suction Cleaner copy: *Good House-keeping, Literary Digest, Saturday Evening Post, Munsey's, Everybody's, Independent, Argosy, Adventure, Popular Electricity, Collier's, Cosmopolitan, American, McClure's, Hampton's, Christian Herald, Success, Les-*

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*lie's Weekly, Review of Reviews, House and Garden, Ladies' Home Journal, Woman's Home Companion and Technical World.* In addition to this advertising, 600 lines a month have been run in the dailies of Boston, New York, Philadelphia, Pittsburgh, Cleveland, Chicago, St. Louis, San Francisco, Denver, and other cities.

The Richmond Suction machine is sold through branch houses in the larger centers and through dealers in the smaller cities, and having vanquished most of the infringers, the company is now busy building up its selling and advertising organization. A number of other manufacturers are licensed to use the vacuum cleaner patents owned by the company, and a situation slightly analogous to the Selden organization in the auto field is coming about in the vacuum cleaner field. The English courts have just recently rendered a decision upholding the English duplicate of the McCrum-Howell patents.

## WEANED OFF AND WEANED ON.

DUFFY-MCINNERNEY COMPANY.  
ROCHESTER, N. Y.

Editor of PRINTERS' INK:

Enclosed find my check for \$2.00 for which please replace my name on your subscription list. It was there for a good many years—particularly during my régime at Simpson-Crawford's, Altman's and O'Neill-Adams, but when I came up here, I sort of got weaned away from it. Once in a while, my assistant in my office here (who is devoted to his copy) brings one in for me to see; so, I think I had better take his hint, and have one alongside me for my own use.

W. H. CAMPBELL,  
President Rochester Ad Club.

On account of ill-health David C. Brown, who has represented *Up-to-Date Farming*, Indianapolis, in the West for several years with office in Chicago, has resigned. Mr. Brown will seek health by an extended trip to California.

The report that the Bankers and Merchants Agency had been absorbed by the Metropolitan Agency has been denied by Charles L. Young, president of the latter agency. According to Mr. Young, the purchase was made by him as an individual and the two agencies are to be continued as distinct entities.

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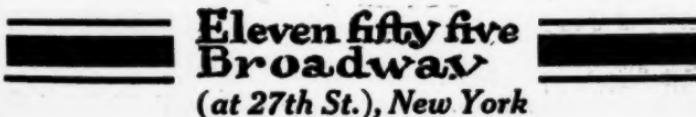

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I HAVE so many customers among advertising men that, I feel as tho I'm among friends in making this initial bow to the clan.

**H**OWEVER, the point I want to make is this: At \$45 I build Suits and Overcoats a wee bit better than most tailors.

**U**NDERSTAND, I don't go in for the grotesque. There's a "substantial something" about every garment I turn out. And the little Vroom tailoring "mannerisms" you'll like. As for the price—\$45—it's eminently fair to both of us.

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DO IMITATION TYPEWRIT-  
TEN LETTERS GET BUSI-  
NESS?

SOME EXPERIENCES SHOWING BUSI-  
NESS DEVELOPED BY FORM LETTERS  
—POORLY GOTTERN UP LETTERS FAIL  
—DO THEY PAY, NOT DO THEY  
FOOL, THE QUESTION.

By *Frank J. Lynch*,  
Division Sales-Manager, The American  
Multigraph Sales Company,  
Rochester.

I have not read Mr. Ray's article in which he scored the imitation personal letter, but its substance was repeated to me by a friend of mine, who said he had not given the imitation letter much thought until he read it. He questioned Mr. Ray's statements and cited an incident in connection with the purchase of his yearly supply of coal. This year he received a circular letter from a concern whom he had never dealt with. The letter stated that they distributed coal to their customers in bags containing a hundred pounds each, and each bag was carried to the coal bin with the consequent elimination of noise and dust. This letter sold this man ten tons of coal—his winter's supply.

Another instance: A concern in Pittsburg, manufacturing spiral springs, commenced to use the imitation typewritten letter with the advent of a new advertising manager. The first letter sold one carload invoiced at \$10,000. An agricultural implement manufacturer of York, Pa., who had never used the imitation letter until recently, installed a duplicating machine and has this to say: "We sell from forty to fifty thousand of dollars' (\$40,000 to \$50,000) worth of goods annually from form letters. We have in mind one account which we started with a few hundred dollars' worth of goods, which has since developed to an account of several thousands. The initial start was made from a circular letter."

Of course, an imitation letter can be so poorly gotten up that it is a negative factor in advertis-

ing, but so can a poor piece of copy of any kind be negative as far as results go. The imitation letter should not be a lengthy missive—two or three pages long, telling the whole story of what one has to offer, though even a three-page circular will be read and produce results under some conditions. As an instance of this I might cite the letters produced by a soap manufacturer of Pittsburg who sells his products on the premium plan to women. I have seen a letter of four pages, single spaced and crowding the pages from top to bottom, go out in fifty thousand lots to the mailing list of this concern, and it paid and paid well. This firm had a corps of fifty-five girls who did nothing but fill in the names and addresses on the circular letters, which were produced on two duplicating machines.

A concern which manufactures a check protector here in Rochester uses circular letters, and they deal with the best class of business men. Their biggest producer is a letter written on deckled edged paper with a die stamped letter head, each sheet of which costs them five cents when ready to go into the mails. It is produced on a duplicating machine.

To my mind the question, "Do Imitation Typewritten Letters Fool Anybody?" is not nearly as pertinent as the question "Do Imitation Typewritten Letters Get Business?" And this question is answered most affirmatively by the thousands of concerns which are spending from \$300 to \$500 for devices which will produce good imitation typewritten letters.

STRIKE AFFECTS NEWSPAPER  
AND MAGAZINE ADVERTISING.

The strike of the express drivers in New York caused a cessation of much of New York's department store advertising last Friday and Saturday. The advertising managers of Macy's, the Fourteenth Street Store, Bloomingdale's, etc., ordered their newspaper advertising discontinued owing to the impossibility of delivering merchandise. Wanamaker's, Gimbel's and Hearn were the large advertisers that did not discontinue.

The magazines, too, were greatly hampered, the plates for advertising due to arrive being delayed. Most New York magazines for December are a day or two late.

**Out of 1,500 Subscriptions secured to**

**B U S I N E S S**  
AND  
**The Book-Keeper**

during six days, 520 were renewals and 980 were entirely new; this taken in consideration with the fact that we renew about 65% of our expirations; you can judge as to the attention and interest the magazine is creating under the new name of

**B U S I N E S S**  
AND  
**The Book-Keeper**

Hon. Geo. Cortelyou, Henry Clews, Belvidere Brooks, and other men of equal prominence are speaking through the editorial columns of this magazine, and are winning the favor and attention of every progressive business man.

This is another evidence that BUSINESS and The Book-Keeper is assuming a commanding position in the magazine field.

It is ONE magazine, Mr. Advertiser, that should carry your advertising.

*Last forms for December close November 20, 1910*

**The Business Man's Publishing Company, Ltd.**  
Publishers  
**DETROIT, MICHIGAN**

## SOLVING THE DEMONSTRATION PROBLEM FOR LICENSED ACCESSORIES.

THE "BARTELL" POCKET'S STRUGGLE FOR A MARKET—HOW THE PRESTO COLLAR USES WINDOW DEMONSTRATIONS—DEPENDENCE OF BOTH ON DEMONSTRATION.

By Charles G. Milham.

It was a little more than eight years ago that a German genius named Bartell came to one of the most prominent manufacturers of men's clothing in this country with a patented idea for clothing which the inventor fondly hoped would mean a fortune for both of them. His invention was a new form of pocket, and the manufacturer apparently waxed as enthusiastic over it as did the inventor. A contract was drawn up and, in consideration of a modest royalty on every suit that was made with one of the patent pockets, Bartell granted the manufacturer the exclusive right to his invention for five years. When the contract was sealed and delivered, it went into a locked drawer—and that is where all the Bartell pockets that were turned out for five years also stayed.

In the course of that five years while his idea basked in innocuous desuetude, Bartell urged upon its controller over and over again, the wastefulness of such a course. But the manufacturer had but one thought—the idea might be helpful to a competitor, but as long as he held it close, he was fully protected, and that was all he wanted. So Bartell had to bide his time until his contract had run out. Then he began once more the wearisome round of trying to interest someone else.

Finally he drifted into a large clothing store in Boston and spoke to one of the salesmen, Frank C. Hamill, about his patent. Hamill examined the model shown him, with interest, and then called over the manager of the store.

"This looks pretty good to me, Harry," he said. "I think we might do something with it."

The manager, Henry F. Gove, thought similarly. After giving the pocket a thorough test themselves, they decided to "try it on the dog." Garbed in a suit which had one Bartell pocket and the rest the usual style, Gove went to the owner of the store and asked if the difference could be noted. When enthusiasm answered him, a company to promote the Bartell Patent Pocket was agreed upon; but the rub came as to how the patent was to be actually made a money maker. No less a genius than Thomas A. Edison has asserted that it is easy enough to turn out inventions; the trouble is to get the inventions marketed. This statement is practically the history of the Bartell pocket.

At length, the "licensing system" was decided upon. To see if they had the right idea, the first visit in quest of a license was to that manufacturer who had had the first chance at Bartell's invention and who had allowed it to go neglected for five years. Straight-from-the-shoulder argument was used to tell him what was intended to be done with the pocket and its effectiveness was explained to him in a way that had never come to him before. "What a fool I've been," he said presently. "I guess I'll be glad to have my chance over again."

With this precedent, it wasn't long until others had been brought into line and the first year of the new company to exploit Bartell's invention showed more than forty manufacturers using it. The licensing scheme adopted allowed any manufacturer to use the Bartell pockets who paid a small yearly royalty.

"The main difficulty arose," explained Mr. Gove, who is president of the company that is backing the pocket, "in getting people to know just what our pocket is. We began advertising at once in the trade journals, and when we went to see a manufacturer, he would assert that he knew all about the pocket. But in talking

to him, even if he was one of those who had taken a license from us, it was found that he had only the vaguest conception of it. Our chief end seemed to be, therefore, a demonstration for every one; and we have been trying to do this for two years.

"In the first place it was a case of educating manufacturers and dealers—the latter especially, because we have felt that the maker

Keep Your  
Eye On  
Your Pocket!  
Does It Sag?



IF your pocket wags and walks out of shape, when you carry any article of weight in it—pocket knife, pencil, memo book, keys and the like—

If this sagging pocket pulls the whole costume awry, causing ugly wrinkles to gather under the arms, across the front, between the buttons, around the skirt—

If you wish to avoid this evil fault common to even the costliest, best-tailored clothes, then see to it that you next Send or Overcast has

The "BARTELL Patent Pocket"

"The Pocket With The Jersey Cloth"

This pocket is so ingeniously constructed that it is sig-proof. It cannot pull out of shape—cannot drag out of shape—cannot crease or crease the costume—it keeps the jersey garment stiff for the whole of its life. And—it costs next to nothing to have garments stiffened with pocket bags—overcast it.

We are at the same time as clothes tailor to your customer who will choose it. The "BARTELL PATENT POCKET" is his garment. Also write for "The Story of Your Pocket," Edition No. 4, "The Jersey Cloth" of pocket bags.

THE BARTELL PATENT POCKET COMPANY, 15 Astor Place, New York

REACHING FOR THE CONSUMER THROUGH  
THE MAGAZINES.

of anything will always try to satisfy every demand of the man who sells his goods. We concentrated on the dealer in the beginning with folders and demonstrations and we found out where he bought and when he bought. This data we have placed in a file, and any time we want to make a new contract or renew an old one, we simply refer to it, learn how enthusiastic the dealers are who buy from that particular manufacturer, and then place before the latter the figures showing how many of his dealers favor the Bartell pocket. With such an array in front of him, the maker is also willing enough to be "shown."

"Our general thought in marketing our product has been to educate as many people as possible. We advertise to the consumer through the weeklies; to

the dealer and manufacturer through the trade papers; and to all possible through demonstration work. This last was the particular thing to do, we found, as I told you before, but it was a job to reach everybody until our advertising agents, Sherman & Bryan, devised a demonstration card for us. This we use by first visiting the dealer, explaining the Bartell pocket to him, and then sending him one of these cards for demonstration to his customers."

The card Mr. Gove spoke of is one of the most expensive dealer aids ever sent out to a general list. It is a heavy card-board folder, about a quarter inch thick, and fifteen by twenty inches in size. Three of the faces are given over to pictorial illustration, and the fourth contains an actual cloth pocket. Mr. Gove asserts that it has been a most valuable aid to them in extending their system. Its effectiveness has resulted in the decision to reach merchant tailors also, and more than one thousand have been licensed in the last year to use the Bartell pocket.

"It is an odd thing," said Mr. Gove, in talking over the general working out of the license system as he had found it in general, "that we ourselves didn't appreciate all the possibilities of the licensing scheme and the Bartell pocket until we went up to Canada. At first, in looking over the field, we didn't see how we could work it, and so we decided to offer the exclusive Canadian rights to one manufacturer. We gave him thirty-six hours to think it over, but he turned it down. Then we went out ourselves, and in sixty days we cleared one thousand dollars more than we had asked from the manufacturer for the exclusive right for a year.

"We have believed in enthusiasm. We have got it into our salesmen in this way: When we asked our first man to come with us, he told us that he would come on a twenty per cent basis.

"I don't see how we can give you that," I said to him.

"Well," was his answer, "I don't see how I can conscientiously come for less than twenty per cent."

"We got enthusiasm there that has been worth all kinds of money to us," concluded Mr. Gove, "when I told him that we were thinking of offering him twenty-five per cent."

To-day more than twenty-five thousand dollars is being spent annually in merely telling the general public about the Bartell pocket; a sum nearly as large has been devoted to efforts on the dealers and manufacturers throughout the country; and dealers and manufacturers themselves are spending a sum running into the thousands to help the good work along—and all of this, though not a large expenditure as advertising goes, because, as Mr. Gove explains it, there's money in anything if you know how to find your market, and the licensing system, combined with good advertising opens up one of the best markets in the world—everybody, once you get them interested, works for you."

Another concern that has found a market through its able adoption of the licensing system is the Presto Company, of New York. Many features of its schemes were outlined several months ago in *PRINTERS' INK*, but the fact is now noteworthy that it, too, has found one of its best means of growth in demonstrations. In the case of this company, it has been found that co-operation of the highest order could be gained from retailers through the medium of window demonstrations.

"In our use of the licensing system," said J. W. Starbuck, advertising manager of the Presto Company, "we have found that it is a case of keeping dealers keyed to the right pitch all the time. Show them a sales-producing scheme and they become as enthusiastic as you would have them, and it is on their aid that any concern which adopts the licensing system must stand or fall."

"It was the dealers themselves,

however, who suggested what has proved to be the most successful feature of the fall campaign for Presto collars. Last year we learned that several of them had taken hold of the selling of coats with our convertible collar convinced that they could produce great results by putting demonstrators in their windows. This plan they advised us, had proved very successful and in planning our campaign for this



DEMONSTRATION USED EVEN IN COPY.

year we decided that we would have to adopt it. We informed all our licensees of the plan and had them send us the names of ten of their best customers in cities of more than 15,000 population. From these lists we compiled the names of six of the best stores in all towns throughout the country that we wanted to reach. Then we sent out an advance agent, whom we mentioned in our letters to the trade as the Presto press agent. He visited all the dealers on our list as far west as Denver, and booked the demonstrations as a theatrical company would book theatres.

"We made up six different routes here, and gave him a list of the six prominent stores in each town. He would first visit the stores marked number one on each list, offering a two days' demonstration in October. If he did not obtain this store, he would go to the next store on the list. If he obtained the first mentioned store, he offered the second two days in November, and so on throughout. In this way we allotted two stores in each city a

Every Bit of the Circulation of the

# TECHNICAL WORLD MAGAZINE

is built up of strong, live, thinking men—  
its editorial pages appeal to no other class.  
The Canadian Pacific Railway Company  
found it the kind of circulation that brings  
results. Read their letter:



LOCAL AND LONG DISTANCE PHONE—CENTRAL 7118

*Canadian Pacific Railway Company  
Colonization Department*

150 ADAMS ST., ROOMS 1019-1019

*Chicago* February 9, 1910

FILE NO. \_\_\_\_\_

Technical World Magazine,  
Chicago, Illinois.

Gentlemen:

You will probably be interested to know that, in advertising our Alberta lands, which sell at thirty dollars an acre, you were seventh on a list of sixty-seven publications.

The cost per reply from Technical World Magazine was less than \$1.00, and the record of your results exceed those of magazines having more than half a million circulation.

This demonstrates to our satisfaction the "quality" circulation of Technical World Magazine, and that your readers are people who are interested in good land and have the money to pay the price for it.

Yours truly

*A. B. Buddick*  
Superintendent of Agencies

TECHNICAL WORLD MAGAZINE  
5758 DREXEL AVE., CHICAGO. New York Office, 1 Madison Ave

## Mr. Manufacturer

¶ Are you aware of the fact that it is possible today to attract the attention of the market to the merits of your product without the assistance of a solitary salesman, or a single line of printed matter?

¶ A golden field is open to you in

# Moving Pictures

as an

## Advertising Medium!

rapidly becoming recognized as one of the most direct, impressive forms of specialized publicity.

¶ Our service enables you to exhibit your product the country over, in the course of construction, in its finished state, and in use. We present your selling points in "live" and interesting sequence.

¶ Write us today, and let us show you the adaptability of this most effective form of publicity to the requirements of your particular business.

¶ We are specialists.

## The American Film Mfg. Co.

Bank Floor, Ashland Block  
CHICAGO, ILL.

demonstration. Then the first store had two days in October, and the second store two days in November.

"After the return of this advance agent, we sent out five experienced window demonstrators, young men of good appearance, and one woman, making six routes in all. One route covered the West, one the Middle West, one New England and Canada, one the South, and one New York and vicinity, and the lady demonstrator traveled through New England, and as far West as Cleveland. We arranged the routes so that each demonstrator made a circular route twice, visiting each city once in October, and once in November.

"The principal feature of the demonstration was a set of scenery which consists of two upright gilded bars on pedestals which can be extended from six feet to eight feet in height. The top bar, six feet in width, holds two Hartshorn rollers,  $6\frac{1}{2}$  feet in width, each of which carries a canvas  $6\frac{1}{2}$  by 8 feet, on which a scene is painted.

"One scene represents a sidewalk and wall, with a wood landscape in the background. The weather on this scene is depicted as bright and clear. The second scene is identical as far as outline goes, but the weather is depicted as wintry and stormy.

"The demonstrator enters the window, the scene showing clear and warm weather is down, and as he proceeds in the regular way, that is to say, this demonstrator point-reading a series of ten or twelve cards, he arrives at a point where he is about to turn up the collar. Then he pulls a cord, and the first scene, showing clear and warm weather rises, and the second or wintry scene is displayed. He shivers perceptibly, points to the scene, and then turns up the collar.

"This scenery is carried in a case six feet long and two feet square, bound similarly to a trunk, and is carried as baggage.

"The Presto campaign itself is divided into three divisions. The first is magazine advertising, the

second is demonstration, and the third is magazine trade folders, which are mailed weekly during the season."

Besides this form of window demonstration, the Presto Company also has two other forms of achieving practically the same end. In one of these, the offer is made to provide a complete demonstration outfit and to pay for the services of a demonstrator for two days. The other offer was sent out in the form of a magazine folder, the first page of which was the cover of the *American Magazine*. The second page was a suggestion that retailers make the demonstration, and the next four pages were fully illustrated instructions as to how this demonstration should be successfully carried out. The fourth or inside back cover, was a resume of the magazine advertising campaign, while the outside cover carried the Presto full-page advertisement as it appeared in the *American Magazine* for October.

Both the Presto and the Bar-tell companies have tried to keep

their identity in the eyes of the consumer public by furnishing at cost labels for attachment to the garments that are turned out with their respective devices. These labels, they believe, serve to tie up the consumer with the advertising and the dealer with the manufacturer, and the latter is glad to make public in this way the fact that he is a licensee of the respective systems.

In making mention of the new connection with William Henry Maule, of Philadelphia, of Willis R. Roberts, it was stated in *PRINTERS' INK* that Mr. Roberts had been appointed advertising manager for the seed house. Mr. Roberts wrote recently: "My new appointment doesn't mean any title of 'advertising manager.' It means to help manage selling and buying seeds, to help sell advertising space in the *Practical Farmer*, and to help to buy advertising space in other publications."

#### NO SCENT FOR HER.

A lady entered a drug store up-state not long ago and asked for a cake of Pear's soap. The usual question was asked: "Will you have it scented?" "No," she replied, "I'll just take it with me."

## ARE YOU LOOKING FOR MORE DEALERS?

**Either To Open Up New Markets Or To Strengthen Old Ones.**

Through our **Special Marketing Service**, we recently secured for a textile client 39 dealers in Chicago, 32 dealers in St. Louis and a proportionate number in other cities, **after his regular sales force failed to interest those dealers.**

The very simplicity of this **Special Marketing Service** would appeal strongly to a selling organization and it would be a pleasure to discuss it with any manufacturer who indicates he is open to a consideration of it.

**Please write to Mr. Herbert Durand**, manager of our New York Office, as this is a feature he gives his personal attention, because of his long practical experience in conducting co-operative campaigns that have produced notable results.

A request for a conference will incur absolutely no obligation on your part.

**NELSON CHESMAN & COMPANY**

**Co-operative Advertising Agency**

**225 Fifth Avenue, New York**

**Complete Organizations at Chicago, St. Louis, Chattanooga.**

A HOUSE ORGAN FOR THE  
PUBLIC.

THE BENEFIT OF PREPARING THE  
SOIL FOR THE SALESMAN—HOW A  
HOUSE ORGAN CAN CREATE A  
FRIENDLY PUBLIC FEELING.

By Harold E. Ising,

Publicity Manager, The Ocean Accident and Guaranteed Corporation, Ltd., Brooklyn.

Months in advance of the first issue, the competent advertising manager decides that his house organ shall appeal to one of two factors: the field staff or the public. One or the other of these must be the objective point; otherwise there develops a prolific crop of criticisms at headquarters.

These two kinds of house organs should differ widely. The publication intended for circulation among the field staff is more or less technical, explaining as it does, the detailed features of the goods to be sold, and giving the agent the customary prodding or "jacking-up." Such a publication, while of undisputed efficiency among the men in the field, would be thrown into the wastebasket of the average layman. Its sober seriousness does not grip his attention. On the other hand, a publication which is intended to reach the public, is a most valuable sales help when properly conducted, and should try to make friends with the prospect. It should emphasize the necessity for the goods advertised without wearying the reader with a bewildering mass of technicalities which should be left for the agent to explain. Headquarters should never rob the agent of his ammunition.

As it is the purpose of this article to point out the requisite features of an efficient public organ, only this kind will be considered. We have recently undertaken the publication of a monthly magazine called *The Ocean Log Book*. Generous quantities are sent to our agents, who in turn distribute them among the public in their territory. In every issue appears this little notice: "If you would like

to see *The Log Book* every month drop us a line." If the reader sends us his name and address, we place his name on our mailing list; and subsequent numbers are sent to him gratuitously. We also offer in each issue a prize of twenty-five dollars for the best humorous story or anecdote submitted before a certain date. This story, when published, furnishes an excuse for many interesting talks between agent and prospect.

*The Log Book*, of course, has a purpose. While it effervesces with humorous anecdotes, pungent paragraphs, caustic bromidisms and incisive epigrams, it has a serious object. This object is not to secure direct business, but to create in the prospect a spirit of friendliness, of good humor, which will tend to place him in a more receptive mood for the agent's subsequent advances. While devoting considerable space to light matter, we inject, in an unobtrusive manner, modest little references to our business, which are sufficient to awaken interest without giving affront.

We are working on the assumption that a prospect should be made a friend before he is approached from the serious side.

It is common knowledge that the moment you tell a man you have something to sell, he backs away. Therefore, we have aimed in *The Log Book*, to create in the prospect a friendly spirit and a tolerant attitude toward every member of our field staff.

Many house organs, intended for public circulation, make the mistake of taking themselves too seriously, and of becoming excessively solicitous. The ignominious death of innumerable house organs has been due wholly to this defect.

We are not devotees of Bacchus, Epicurus or Lucullus, but we are sufficiently tainted of all to believe that no prospect should be served first with *entrees* having the solidity of concrete—he is too quickly surfeited; therefore do we strive to tempt him with the old wine of fresh anecdotes and caustic epigrams.

## THE MAGAZINE'S RELATION TO AMERICAN PROGRESS.

AN ESSENTIALLY IDEALISTIC PEOPLE  
THE CAUSE BEHIND DEVELOPMENT  
OF MAGAZINES—FOUND TO GROW  
WITH GROWTH OF THE PEOPLE.

By S. S. McClure,  
Publisher *McClure's Magazine*,  
New York.

We are a great people, we Americans, the fastest-growing, most progressive people in the world. And, when I speak of growth, I do not mean merely in material progress; I mean also development in thoughtfulness and intelligence and general civilization.

When Ferrero, the historian, visited this country recently, he was amazed at what he saw. On his return he told his fellow Europeans that, instead of finding America sordid and materialistic, he had found it more idealistic than Europe. Instead of finding a discouraged, selfish, cynical people, he had found that courage, hope and faith in a great future abounded everywhere.

Now we are not foolishly optimistic. We are, confident and self-reliant. When the means that we have are insufficient we devise new methods. This fact is illustrated by mechanical invention, political reform and social progress. Because of this characteristic, the magazines of to-day exist. They came into being to fill a need and, in the past few years, the many and growing needs of our great public have set gradually advancing marks toward which the magazines must grow if they are to succeed.

I speak of the magazines as needful, because in a country the size of the United States, even the greatest metropolitan newspapers become local, and national topics should be discussed and treated in a national way. The one-day, rush-reporting of a big subject will not do—it must be studied and presented by trained



Now, Mr. Manufacturer, and you, Mr. Advertising Agent, or Mr. Sales Promoter, or Mr. Trade Developer (take your choice); what are you looking for? Diversified warehouses in which to store your goods indefinitely, or a live, throbbing, booming market in which you can dispose of them rapidly?

Get your eyes on MEMPHIS, and that great zone of prosperity of which it is the center by natural situation and location.

We can tell you how to make your products known in every worth while home in all this great section.

### The Memphis Commercial Appeal

Daily, over 52,000

Sunday, over 83,000

Weekly, over 94,000

is the great unquestioned, enthusiastically endorsed, publicity key.

The daily and Sunday COMMERCIAL APPEAL covers Memphis and contiguous territory as no other paper has ever been able to cover its field before. It is supreme.

Taking up the field where the daily and Sunday cannot reach goes the big

### Weekly Commercial Appeal

into nearly a hundred thousand homes of planters and farmers, carrying its crop reports, market quotations and a thousand and one things of great interest to them and their families.

No other one publication does or can cover any considerable portion of this territory.

### The Commercial Appeal Weekly Offers You A Grand Opportunity.

SMITH & BUDD CO.

Advertising Representatives  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

writers, and this course is possible only in a magazine.

We have a very definite belief that there must be freedom of business and social opportunity in this country, and the growing magazines must not only recognize this principle, but they must also see their duty to assist in maintaining it. Now this is done in special articles, in stories and in pictures, so that the intelligent reader (and only people of intelligence do read the leading magazines) may keep fully abreast of the times. The articles must instruct, the stories must reveal and bring home some truth, and the pictures must help relate the narrative. These needs are accomplished in the successful national publication of to-day, because success of this kind cannot follow failure to satisfy the wants of the intelligent public of this country.

There has been a marvelous development of magazines in America, because there has been great need for the work they are doing. In America almost everyone reads some good magazine, and the good magazines are growing because we, as a people, are growing.

ORANGE JUDD COMPANY PURCHASES "DAKOTA FARMER."

The Phelps Publishing Company has purchased the *Dakota Farmer*, which has been published for nearly thirty years at Aberdeen, S. D. No change is contemplated in the conduct of the paper, which will remain under the management of W. C. Allen and the editorship of F. Greeley and Prof. Thomas Shaw. The *Dakota Farmer* will soon move into its new manufacturing plant at Aberdeen. This is the second farm paper bought, and indicates both the publisher's opinion of the rural field as a publishing proposition and its own rapid expansion.

George H. Perry, formerly of Gimbel Brothers, will speak upon "Some Sins of the Copy-Writer, by One of the Sinners," at the next regular luncheon of the Representatives' Club, on Monday, November 14th, at 12.30 at the Hotel Victoria, New York.

The Financial Advertising Company, of New York, has been incorporated for \$10,000 to do a general advertising business. Incorporators: Garret P. Hynson, Ralph S. Thompson, Selma K. Hynson, New York.

LETTERS THAT INCREASED  
A BANK'S BUSINESS 30  
PER CENT.

SOME WELL-WRITTEN LETTERS  
WHICH HAVE BEEN GOOD PULLERS  
FOR A SOUTHERN BANK—WOMEN  
AS WELL AS MEN CIRCULARIZED.

Since the inauguration of the present system of publicity, the First National Bank of Montgomery, Ala., has added over thirty per cent to its business.

A large surrounding country population as well as the entire city of Montgomery provides the "prospects" for the bank's advertising. When these have been listed and all available information gathered they are systematically divided according to occupation, sex, probable income, etc., and advances made by circular letter. These letters are prepared in such a way as to appeal to the various classes into which the lists have been divided. The samples reproduced with this article are selected from a large group in which were found letters directed at railway men, office men, investors, women who have never used a bank and know little or nothing about them, etc. Enclosed with each letter is forwarded a booklet on the advantages of banking in general and at the First National Bank in particular. Though in this way two shots are tried Mr. Chilton says: "It is reasonable to suppose that the imitation letter is responsible for the larger part of the attention received." The rapid and profitable increase in the volume of business which the bank formerly handled is evidence that the attention secured has been of the desirable sort.

Not only have the aggregate results of the campaign been closely watched, but the incoming business has been checked off according to the class to which it belongs and the letter which produced it. The subdivision of the prospects into such distinctive classes is all that has made possible the use of such letters as those addressed to the farmer, the housekeeper,

the married man, etc. Yet the directness and the intimacy of the letters is such as could be arrived at in no other practical way; while the increase of effectiveness is immense.

THE FIRST NATIONAL BANK,  
Ladies' Department.

MONTGOMERY, ALA., Oct. 22, 1909.  
Mrs. Busy Housekeeper, City.

DEAR MADAM:

A bank account is a real home comfort.

When you have one, you can put away the money you're not obliged to spend now, and when you put it with an old, strong bank like this one, you are sure you can have it any time it is wanted.

Women who have bank accounts always know where their money is.

They know, too, just what they have spent their money for, and how much.

They know where their receipts are, and can't be made to pay a bill twice.

They can always make change to the cent by writing a check.

Banking is very simple. We make it pleasant, too, for we have a special Ladies' Department, where you can handle your affairs without publicity. It is just inside of our Court Square door. Will you call?

Respectfully,

Cashier.

FIRST NATIONAL BANK.  
MONTGOMERY, ALA., Mar. 30, 1910.  
Married men—Classes 1-5.

Mr. John Bright, City.

DEAR SIR:

Before you were married you figured many times on the money question. A question that makes people very happy, or very unhappy—it all depends on the way it's managed.

You want the happy side for yours.

One way to help make it so is to have an account with a good bank.

Why?

Because it reminds you to put something away regularly.

It keeps your money absolutely safe—you can get it when you need it.

If you pay by check, it shows you exactly where your money went, when, and how much—and every check is a receipt.

Are you too busy to come to the bank during banking hours? Wouldn't the wife be glad to do it for you? I am going to write to her soon about our Ladies' Department.

Either of you will be welcome as a depositor here, whether you bring five dollars or five hundred.

Let us serve you, not "some day," but NOW. Respectfully,

Cashier.

W. E. Willis has resigned his position with the *Philadelphia Public Ledger* to go with the *New York American*, in the foreign advertising department.

# The Philadelphia Press

## ANNOUNCES

### THE APPOINTMENT OF

### MR. LOUIS GILMAN

AS EASTERN ADVERTISING REPRESENTATIVE

With Offices In The

World Building, New York City

Succeeding

S. C. BECKWITH SPECIAL AGENCY

Effective November 7th, 1910

Direct Wire Connection With The Press Office

**The Philadelphia Press**

HUGH A. O'DONNELL, BUS. MGR.

## A SIGNIFICANT RAILWAY CAMPAIGN OF EDUCATION.

NEW YORK CENTRAL'S PRESENT WIDESPREAD STATISTICAL ADVERTISING IN THE NEWSPAPERS AIDS TO ERADICATE THE POPULAR FANCY THAT RAILROAD EARNINGS ARE ENORMOUS.

*By A. Rowden King.*

For a number of years, whether justly or unjustly, the people have attributed to the founder of the New York Central Railroad the impudent statement, "The public be damned!"

The New York Central people claim that Mr. Vanderbilt never said it, but the people believe he did, and it has added to the temperature of many a man who has felt that he has been misused by some railroad.

In the worthy effort to live down and counteract the hoodoo "be-damned" story, whether true or not, the New York Central has taken up with wholesale display advertising in the newspapers as a means to the end in view.

For some months now it has been the advertising endeavor of the New York Central to educate the public as to the important rôle played by it in the activities of the nation. The railroad's ads are taking up, in a general way, certain statistics relative to its enormous disbursements for labor and supplies and are broadly hinting at the importance of its inter-relationship with the world of labor and the world of manufactures.

To the Central has gone the distinction of being the first great railroad system in the country to put its advertising emphasis upon the integral part it plays in the economic status of the nation, as a whole, and of the nine states through which it runs in particular.

### BEARING UPON RATE AGITATION.

But is there something else back of this advertising—something quite as important as the Vanderbilt story? The series of ads re-

ferred to is full of such phrases as the following: "Should the public deny a fair profit to a business merely because it presents big figures in its totals?" "Its prosperity affects a very large portion of the people over a large portion of the country." "Yet our 200,000 stockholders and bondholders are receiving but little more than savings bank rate on their investment," and "This money can only be paid out after it has been earned."

No one at all familiar with the current railroad situation can fail to read the meaning between the



ADVERTISING THE RAILWAY'S SCOPE.

lines, and to appreciate the other ultimate purpose in view. This meaning is made all the more clear when the Central points to the figures as to the railroad business of the country, as given out from time to time in Wall Street. While these figures often show great increases in revenues, *net profits* show a marked tendency to dwindle.

Something must be done. The cost of labor and supplies has gone up. On the other hand, further economies in the service are limited. Curves have been eliminated wherever possible already; cars have been made as large and engines as powerful as practicable. From the railroad stand-

***This Book***  
**shows how to cut  
expense and increase  
efficiency in the Ad-  
vertising Department.**

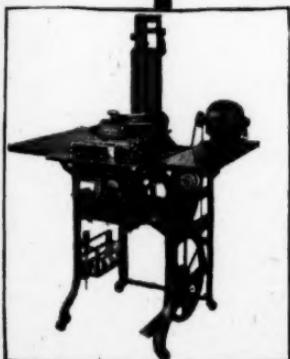
**Short Cuts and  
 Money-Making  
 Methods**

***"Short Cuts and Money-Making Methods"*** was written by 512 big, broad-minded, successful business men.

Officers and managers of every business should have this book. It is chock-full of business-building and money-saving methods—all tried and proved by the best known concerns and industries of the day.

"Short Cuts and Money-Making Methods" was compiled from actual methods hammered out through years of experience by red-blooded, up-to-date managers and executives in 239 distinct lines of business. It tells how to compile a live mailing list, follow it up and keep it up-to-date. It shows how to reduce to a minimum the expense of the routine and detail work connected with lists of names in the advertising, auditing, pay roll and general departments of every business.

Valuable for  
 Managers  
 of Sales,  
 Auditing,  
 Pay Roll  
 and  
 Shipping Depts.  
 and in the  
 Secretary's  
 Office.



**You Can Get This Book Free**

"Short Cuts and Money-Making Methods" is not a catalog or a booklet—it is a complete work—128 pages—cloth bound—gold lettered and handsomely printed and illustrated. We cannot afford to distribute this book indiscriminately. Therefore, we ask you to give us the following information on your regular business letter-head:

*Name of firm—business—your name and position—how many names you have on your mailing list—how often you address this list—how many statements you send out and how many names you have on your pay roll.*

If you do not care to give us the above information, you can have this book for \$1.50.

To the man who uses or can use a list of names, this book will prove invaluable, because, in addition to other information, it describes the manifold and profitable uses of the

**Addressograph**

TRADE MARK

a machine that makes an office boy or girl the equal of twenty clerks in the handling of routine and detail work in each and every department of every business.

*Write to-day for your copy*

**ADDRESSOGRAPH COMPANY**  
 912 W. Van Buren St., Chicago, Ill.

point, the situation is approaching the inevitable, it is said, on the basis of an economic theory of limits.

If greater patronage meant greater profits, as was once the case, there would be no problem, it is explained. But it does not. If every additional train could be run to capacity, it would be different. When it is inevitable that a goodly portion of the seats on each new train shall be empty and that freight cars generally shall return West with a minimum of tonnage, it now really pays better to run a fewer, rather than a greater, number of trains. But the greater patronage is continu-

ing to have around the premises. It requires no occult reasoning to appreciate that the present advertising of the Central, educating the public, in a confidential manner, as it is doing, as to the statistical situation generally, cannot but serve to profitably pave the way for a renewed rate agitation, in case the latter seems advisable. At any rate, the Central has laid down its hand. Everything is now above-board.

It is interesting to note that in no place does the Central's advertising touch directly upon its freight service. This may seem more remarkable in view of the present aggressive advertising of freight service by the Burlington Road. But there is an agreement in force between the great railroads of the East not to advertise freight services which precludes such a thing.

C. F. Daly, vice-president, the official in charge of traffic and having general charge of the advertising, says of this new departure of the Central: "It has always been my idea and policy to take the public into our confidence. We look upon the public not only as patrons but as partners. Their success is our success, and vice versa, and their failure and misfortunes are always to our disadvantage; hence our feeling that we must work with the public and for its interests.

"The aim of this new system of advertising is to place the facts, as they exist, before the public, without reservation, through the press. That is the surest and most satisfactory way of reaching the millions who travel on our lines. In fact, it is the only practical, sure way of reaching the public, and this never could be accomplished by sending out circulars or letters.

"Without doubt, there has always been more or less belief that there was some mystery which the railroads were trying to conceal; that they were not giving their patrons a square deal; that they acquired great profits which they did not want disclosed. In other words, it was what the public did not know that made everybody

## "For the Public Service"

### Where Do the Earnings of the Railroad Go?



This big slice of every dollar earned by the New York Central Lines goes to support the families of 13,045 men directly employed in operating the railroad.

This piece, almost as large, goes to pay the bills for supplies, most of which in turn goes for labor, and represents the support of the families of perhaps 75,000 more wage earners.

This piece goes to pay State, City and County taxes and rents.

This piece goes to pay interest and dividends to the people who have invested in the property.

The rents of a railroad as largely affected by the action of the public, cannot be overestimated. Every reasonable consideration when rents are proposed affecting in directly the prosperity of so large a proportion of the people.



DEMONSTRATING WHAT BECOMES OF INCOME.

ally coming, and it must be accommodated. The aggregate number of empty seats is increased by the hundred with each new train added. Similarly the aggregate number of empty freight cars Westward bound is mounting up by the score with the addition of each new freight train.

Railways generally are endeavoring to create a public sentiment supporting them in their contention that they are entitled to higher freight rates. While the actual decision will be rendered by the commission now in session at Washington, a favorable public sentiment will be a mighty useful

suspicious and created a feeling of distrust and uncertainty.

"We feel that in making our announcements we will bring persons to realize how really close they are to us—how much they are a part of us. The man cutting timber or mining coal, the farmer ploughing, the stock man with his herds—all are really working for the railroad as much as for themselves, for it is the railroad that wants the timber, the coal, their agricultural products, and the cattle. On the other hand, we are working for them as much as for ourselves, making their property more valuable, bringing to them



## Buckeye "Ad-Vantages"

You cannot get the best results from your direct advertising so long as you are hampered by cost restrictions.

The use of BUCKEYE COVER enables you to produce Booklets, Catalogs, Circulars, Folders and Novelty Mailing Pieces that will *pull*, because it enables you to count the *effect* first and the price afterward.

BUCKEYE COVER is an "advertising medium" of exceptional quality, with a "circulation" exceeding that of any other high-grade cover-stock, and a "rate" so low that no advertising man can afford not to use it.

Have your printer submit a Buckeye Dummy for your next mailing piece.

If you are not receiving the Buckeye Monthly Announcements, write us today on your business letterhead, and let us enter your "subscription." The rate is nothing per year; the benefits many and varied.

## The Beckett Paper Co.

MAKERS OF GOOD PAPER  
in Hamilton, Ohio, since 1848

*Buckeye Cover is carried by representative jobbers in all principal cities.*

**For the Public Service**




**The New York Central Lines Employ 135,450 Men**

More than the United States Army and Navy combined

In addition to this they pay more money in one year for wages, taxes, rents, interest, cars, engines, machinery, rails, ties, depots and ten thousand other items than is appropriated by Congress for the support of the entire United States Army and Navy.

The New York Central lines carry about as many passengers in one year as the total population of every State in the Union.

Should not the interests which furnish the capital necessary to operate and support an institution so important in the country's progress be entitled to a fair return on the investment?


  
 \*For the Public Service\*

SHOWING THE ROAD'S EXTENSIVE EMPLOYMENT.

the products they need from other parts of the country.

"There is only one road to success in the railroad business. Deal fairly with the public, have no mysteries in the management, tell the truth, and make all satisfied. When you have pleased the public you have won success."

This type of Central advertising is to-day regularly appearing in all the principal newspapers of the territory tapped by the Central lines.

## SOWING JEWELRY REPUTATIONS ON VIRGIN SOIL.

TWO JEWELRY MAKERS FOLLOW  
PRINTER'S INKS'S ADVICE TO AD-  
VERTISE TO CONSUMERS—R. F.  
SIMMONS' UNIQUE METHOD OF  
PUSHING THE STYLE IDEA—DEM-  
ONSTRATION COPY FOR MEN.

By H. L. Allen.

A climax in jewelry trade conditions has focused the minds of not a few jewelry manufacturers upon trade-marking and consumer advertising.

Several months ago PRINTERS' INK, in an imaginary jewelry campaign, pointed out the rank abuse in nomenclature resulting from lack of trade-mark standards of sponsorship, and urged manufacturers to rise to their opportunity to build trade-mark jewelry reputations *with consumers*, while yet the field was virgin and such reputation could be bought at a lower market price than at any future time.

Since then two jewelry firms selling through dealers have followed this idea, and (in addition to the able efforts of the Keystone Watch Case Co.) are now giving needed and new education to the public on the subject of plating.

An Indication of Refinement and Good Taste

The most stylish and compact compact for the pendant chain now so much in vogue.

Nothing more appropriate for the birthday, wedding or holiday gift. Ask your jeweler to show you.

Always so endearing to the possessor because of the various moments of pain which it has

Potentially important for all  
cases is the *Salmonella* sero-  
type *Heidelberg*. This is often  
isolated from food, especially  
pork, and is associated with  
salad, raw vegetables, and  
raw meat.

That you may easily identify—  
—that you may be sure of  
—that you may get the best value at a consistent price.  
—Always look for the little heart trade mark.

For over half a century W. & H. & Co. have set the style and are accepted as the standard.

Wightman & Hough Co.  
Providence, R. I.

ADVERTISING TRADE-MARKED LOCKETS IN  
MAGAZINES.

etc. The public is innocent as a babe concerning jewelry, though it spends several hundred millions upon it annually.

The amount of misrepresentation and uncertainty and confusion of meanings and standards has turned the stomach of even the trade. The climax has been reached, and conventions have been urging reforms and standardization.

## The Style Idea Means Quicker Profits!

marketing research for chains, salesmen, the R. H. Shwayder Company is creating a unique supplier-retailer marketing for the retailer.

Watch for our auto in  
Determining Licensing Policies  
Automated for a day  
Magazine  
Editor's Weekly  
Literacy Stand

**R. F. SIMMONS COMPANY**

#### THE STYLE ARGUMENT TO DEALERS

The Wightman & Hough Company, of Providence, R. I., was probably "there first" with an interesting campaign for lockets. It is expected that this will in time swing into line a whole string of jewelry products under the single trade-mark.

The very latest to adopt the trade-mark and consumer advertising plan for jewelry is the R. F. Simmons Company, Attleboro Mass. Its reasons for the campaign are themselves significant of conditions at present prevalent and which it is expected consumer advertising will alleviate:

1. To establish the identity of the trade-marked or name-stamped article or line among ultimate buyers—the jeweler's customers.
2. To make people select that line in preference to the ordinary gold-filled or gold-plated jewelry.
3. To open up a new field of sales possibility for the retail jeweler who handles this class of goods.

To achieve these purposes, different tactics were used in appealing to men and women readers. In the men's weeklies the actual processes in the manufacturing of Simmons chains were graphically displayed in a way calculated to catch the attention of the masculine eye. The news-interest principle of presentation was employed. Copy was written with a view to holding the interest by the novelty of information it contained.

The conclusion quickly drawn for the reader at the end of each piece of copy was that these chains, by virtue of the processes described, while very inexpensive, were the practical equivalent of solid gold in wear and continuity of satisfaction.

In the ads for women, the display elements are: beautiful women, beautiful pieces of jewelry and an attractive looking booklet. A direct appeal to "go by the name," for the sake of style and appropriateness of design and wearing qualities, was made by il-

lustrations and copy picturing and describing the beauty, serviceableness and general desirability of the goods.

As the campaign unfolded, more and more stress was laid on the desirability of wearing jewelry that is stylish and appropriate—of having all the pieces one wanted—the right piece for each occasion. And it was shown how the inexpensiveness of Simmons jewelry made this possible. Though the existence of style in jewelry has long been admitted, this is the first occasion where it has come to light as a selling argument for comparatively inexpensive articles. Style and appropriateness are strong cards in both the dealer's and manufacturer's hands. They have a great power of appeal to those who must buy at a limited price, if they buy at all.

Accompanying the work in the general magazines, strong ads to the trade were run in the various jewelers' publications. In these ads it was explained why the in-

*I am a steady reader of the STRAND MAGAZINE—Theodore Roosevelt*

COMMENCING NEXT MONTH

Further Reminiscences of Mr. "The Adventure of  
SHERLOCK HOLMES the Devil's Foot"

By A. CONAN DOYLE

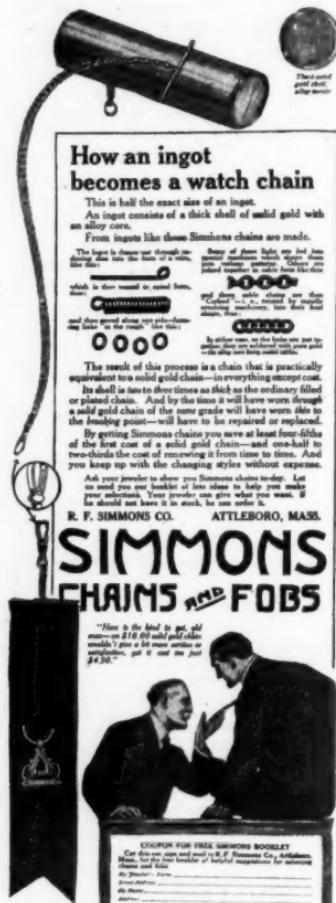
*IN THE Strand Magazine*

**Circulation is Going Up! Up! Up!**

**Get This Magazine on Your Lists at Present Prices**

**CONSULT YOUR AGENT!**

jection of the style idea, in the sale of chains, fobs and bracelets, quickened sales and attracted more people—or the same people more frequently—into the dealer's store.



**COPY PLANNED SOLELY FOR MEN.**

The style of copy used in appealing to the retail jeweler was plain, straight talk with a striking head. Only a few illustrations were used, showing the pieces advertised in the magazines. The accompanying reproductions of ads used in magazines and in trade papers shows how this plan of campaign was actually worked out.

The Simmons Company has found that dealers and jobbers have so far been favorably inclined to this new departure in watch chain advertising. This is perhaps due in great part to the basis of appeal used in their trade-paper ads. It doubtless seems obvious to the trade that the injection of the style idea in the sale of chains, fobs and bracelets means quicker sales and turnovers, better profits, for the same investment in stock.

The monopoly of prestige which retailers have enjoyed in the jewelry field, as well as the rather severe inroads of the mail-order jewelry houses, seems now certain to get a healthy competition to the general good of all concerned. The manufacturers' originating, responsible mark, upheld by security and service made known to the consumer through advertising, is pretty certain to strengthen the hand of the responsible dealer, as well as take an unjust burden of risk and trouble from consumers of jewelry.

J. W. T. KNOX, OF DETROIT, GOES  
TO BOSTON.

J. W. T. Knox, for several years head of the advertising department of Frederick Stearns & Co., of Detroit, and who will leave soon for Boston to take a similar position with the Chester Kent Co., was banqueted the other night by the Detroit Aerocraft Club. Mr. Knox was a charter member and first president of the club. After a program of speeches and songs Mr. Knox was presented with a handsome suitcase.

WILLIAM WALKER OF GRIN  
NELL'S MUSIC HOUSE QUILTS  
TO MAKE BRICK.

William Walker, for over twenty years advertising manager for Grinnell Bros. Music House, at Detroit, Mich., resigned that position Saturday to enter business with his father, Thomas Walker, in the manufacture of brick. Mr. Walker is succeeded at Grinnell's by Harry Henderson, who has been assistant advertising man for some time past.

The Chamber of Commerce of Trenton, N. J., announces that it will introduce at the next session of its Legislature a bill making it possible for all cities in New Jersey to appropriate \$1,000 annually for advertising purposes.

**The Good Will of the South is  
a Big Asset, Mr. Advertiser**

*"We keep close tab on our appropriations and I am free to say that the returns from our advertising in the South has been larger than from any other portion of the country.*

The above statement was made to the writer of this advertisement by President A. W. Green, of the National Biscuit Co., while on a recent business trip to Richmond, Va.

**The best medium through which to reach the intelligent buying public in the Virginias and the Carolinas is**

# **THE TIMES-DISPATCH**

**Richmond, Va.**

*(The only morning paper in the Capital of Virginia)*

**PLEASE NOTE**—In October, 1910, THE TIMES-DISPATCH printed 7,738 inches **MORE paid advertising** than in October, 1909,—which, being interpreted, means that THE TIMES-DISPATCH is making

## **GREAT GAINS IN GOOD WILL FROM THE ADVERTISER AND THE BUYING PUBLIC**

By all means put THE TIMES-DISPATCH on your Southern list, Mr. National Advertiser. Our people *respond cheerfully* to good propositions.

## FITTING NEWSPAPER ADVERTISING TO SPECIAL CONDITIONS.

SAMPLING USED AS FELS NAPTHA'S FOUNDATION WORK—TERRITORIAL NEWSPAPER CAMPAIGN RELIED UPON NOW—ADVERTISERS WHO SPEND TOO MUCH—ADDRESS AT SIX POINT LEAGUE, NEW YORK.

By George Nowland.

Sales and Advertising Manager, Fels-Naptha Soap, Philadelphia.

Our company has always advertised since it started. But not always with printers' ink. Not all concerns are ready for the printers' ink method of advertising. It is necessary that they be educated to understand it, and how it may be best adapted to their requirements. It takes special knowledge and understanding to know how to apply printers' ink to a manufacturing proposition.

In this early time we ran against that same old cry which we all hear—"no demand." The wholesalers gave us this excuse wherever we went, and we decided that we must create this demand somehow.

We started a sampling campaign from house to house that was very thorough. Our men went into the homes and actually did washing for families. Could you get any better advertising than that? When a sample of what our soap could do was finished, a customer was won for a long time.

We decided that this was not sufficient and issued booklets that educated consumers in our arguments. Still this didn't create all the interest we wanted and we finally arrived at the point where we felt we had a sufficient foundation for newspaper advertising. We had in a short period sampled the United States and Canada four times. The cost of sampling was constantly growing, for in a single block with sixty families it now cost more to sample since twenty of them were using Fels Naptha. It cost the same amount to sample that block when a third

were already using our soap as it did when no families used it. Our problem was to bring our units to a lower rate, and newspaper advertising came as a natural evolution, though our experience proves that sampling for a proposition like ours is the best possible advertising. In England where newspapers were used and no sampling (due to the fact that only the cheapest and least desirable makers sample over there) the Fels Naptha proposition has not met with the same success as here.

We found it best to use newspapers, for we satisfied ourselves that magazine readers do not generally use laundry soap. We needed to get at the general masses, and a three months' campaign convinced us that we were in the right medium. Our newspaper advertising pulled results from cities where we thought we had all the business possible to get. Ever since then we have campaigned territorially in the newspapers. Some cities do not respond, it is true, but possibly our organization and selling conditions are not right.

Some soap manufacturers do too much and too poor advertising, with the result that they do not succeed. Two Philadelphia soap manufacturers have failed, mostly for this reason. They spent money too lavishly and with too poor system. Some concerns can't take care of business when it does come to them. They advertise without preparation or plan. Fels' Naptha is committed to the territorial plan. We are constantly in some territory, and our business rarely fails to show substantial increases after our campaign in any locality.

Life's advertising copy in the Chicago newspapers has created a lot of merriment. One of the advertisements which appeared in the Tribune Wednesday, October 26th, showed a caricature of a small man sitting on the lap of a large lady. The man was reading a copy of Life and turned around and said to the lady, "Don't mind me, Ma'am, I've just bought a copy of this week's Life and I want everybody to get the benefit of it."

**"MACHINERY'S" POSITION ON  
QUANTITY OF ADVERTISING  
INDORSED.**

JOSEPH DIXON CRUCIBLE CO.  
JERSEY CITY, N. J., Nov. 4, 1910.  
*Editor of PRINTERS' INK:*

Your editorial comment on limiting quantity of advertising and your reference to position taken in this matter by *Machinery* is noted. In order that at least one "constant reader" may be on record as indorsing this plan I indite these few words, and say personally that I feel that *Machinery* has taken a wise stand.

The conclusion that readers do not object to the quantity of advertising at present is, no doubt, entirely justified, but personally I believe that readers will appreciate a reasonable limit to the amount of advertising a single publication carries. As far as I know, consumers of soda crackers did not deluge manufacturers with requests that they put up their products in dust-proof packages, but they readily appreciated the advantage of this method and indorsed it after it was installed.

There are many advertisers whose propositions permit of the use of only small space, say, from an eighth to a quarter page. There are others whose products enable them to take page space or even more. A reasonable limit looks like a squarer deal for the smaller proposition.

Yours very truly,  
H. S. SNYDER.

The *Boston American* published a special New England edition October 30th. It contained 120 pages and was one of the largest papers ever published in New England. This issue carried articles by New England's leading men on almost every topic concerning the various businesses and industries of the territory. A large percentage of the leading business houses of Boston and New England were represented in the advertising sections.

**ADVERTISING MANAGER**

Nine years in present position with one of the largest commercial houses in the world. Previous experience five years assistant editor of leading magazine. A thoroughly capable man, practical, systematic and a trained executive. Experienced and successful in all branches of advertising work, including an intimate knowledge of printing—commercial and artistic. Writes strong, clean cut advertising copy, and can originate and maintain successful selling and advertising campaigns in any line. Also a thoroughly experienced Purchasing Agent. Possesses a valuable business training in important positions with the largest houses in their respective lines. To a firm seeking a high-grade man versatile enough to fill any executive position this is an excellent opportunity. Address, *Active American*, care of PRINTERS' INK.

**WANTED:**

**Rate man who also has executive  
ability to act as office manager.**

I know of an opening in New York City with one of the best and biggest service agencies in the United States for a man with character and ability who can secure a position as rate man and office manager.

This advertising agency needs a man who is especially well acquainted with newspaper rates and a good space buyer in all classes of advertising mediums.

The man who will secure this position must be able to show that he is able to fill it by his past record as to ability and sterling character. For such a man, I am sure the position will be an ideal opening and give unlimited opportunity for advancing himself in the advertising world.

**J. M. HOPKINS**

**12 West 31st Street, New York**

## KEEPING OFF THE ROCKS IN WRITING COPY.

REVOLVER ADVERTISERS' HARD TIME  
MAKING COPY FIT LAW, PUBLIC  
SENTIMENT, GOOD SENSE AND  
OTHER CONSIDERATIONS — COPY  
THAT MUST STEER CAREFULLY.

Although writing revolver copy is positively the worst known example of a dangerous and adventurous occupation in advertising writing, there are many others almost as bad. Consequently an examination of the rocks and shoals which revolver copy must carefully steer by, will illuminate in general the subject of copy that is hard to write to fit.

Indeed, every advertising proposition has its rocks for the advertising man to watch and steer by, but sometimes they are just under the surface and wreck the campaign before the advertiser knows what happens. It's a great thing to know your rocks and chart them like a navigation expert.

To advertise a revolver at the present time in an effective way and still remain within the circle narrowly circumscribed by civic ordinances and the public's ethical standards means steering around an unconscionable number of rocks. In modern life the field of usefulness of the revolver is comparatively small. The number of arguments available for copy is still smaller; for here that unknown quantity, public sentiment, arises.

The first really effective advertising of a revolver under modern city conditions was started a few years ago by the Iver-Johnson people when they introduced the "hammer the hammer" argument into their copy. This was revolutionizing to the whole revolver business and immediately compelled the other manufacturers to adopt safety devices and advertise them. The copy of this sort was run till the advertisers woke up (long after every one else) to the fact that the public had become bored by its repetition.

A survey of the available ma-

terial for new copy disclosed a dishearteningly small amount. The home defense idea was advanced by practically all the manufacturers as it is well within the province open to them, and clashes with no established law or custom. The out-door world offers very little chance for gathering material. The adventure in



**A** REVOLVER is rarely drawn until the instant of desperate need—there is no time to adjust external safety catches—action must be instantaneous.

WHICH IS SUPPOSED TO REPRESENT THE READER IN THE PICTURE?

which the revolver plays a sufficiently large part to provide a selling argument usually proves to be of an extremely lurid and grotesque sort when converted into advertising copy. One concern, when hunting material for copy to put out for an automatic pistol, had ten women who had never before discharged a firearm of any sort tested, by firing at ten paces at a life sized manikin of cardboard. The results, as far as marksmanship was concerned, were a revelation, but despite this the scheme as a whole did not make good copy material and could not be used. This is an example of the difficulty of obtaining any thing really new and

still acceptable along these lines.

The automatic pistol advertising has, so far, followed one line entirely; that of the construction of the arm so that a man will shoot straight without long practice.

Of five revolver advertisements taken from the current magazines, four offer "safety," "maximum protection," and "perfection of design." Only one deserts this line of argument and it is bad. The portrayal of scenes of violence has no legitimate place in advertising illustration. This sort of thing only brings up the capital versus labor problem and is moreover, in itself a rather shocking and disgusting drawing. The main point is: Does this sort of an ad interest or was it designed to interest a potential buyer of a revolver? If it was, who is he? Who am I?—The "cop?"—Or the fellow brandishing his fist?

Though the general trend of the copy is the same, slight differences of viewpoint are seen in that of the various firms. In its saner ads the Iver Johnson Co. talks safety. Smith & Wesson emphasize the fineness of their product. Indeed they might well carry this idea further and adopt a box, after the manner of the Gillett Razor, in which to market their revolvers as the finest products of steel construction.

Recent events in New York, the list headed by the shooting of Mayor Gaynor, have aroused a good deal of sentiment against the promiscuous ownership of revolvers. The Merchant's Association has become interested in the enforcement of the law regarding the carrying of concealed weapons and is about to inaugurate a campaign for its more rigid application.

Frederick B. DeBerard, the stat-

## It's Hard to Get a Dollar

TILL the person solicited is shown that the dollar released will benefit him more than if it is held.

When that point is made clear he is as eager to "part" as, before, he was to "hold."

To bring about this psychological frame of mind is the work of *selling* copy. We write it. Can you use it?

Send for "How the Retailer May Double and Treble His Business Profits."

*The Business Development Company of America*

119 NASSAU STREET : NEW YORK CITY  
Phone 5374 Cortland

**1847 ROGERS BROS.**  **X S TRIPLE**

*"Silver Plate that Wears"*



The famous trade mark  
**"1847 ROGERS BROS."** guarantees the *heaviest* triple plate. Catalogue "P" shows all designs.

**MERIDEN BRITANNIA CO.,**

(International Silver Co., Successor)

New York Chicago MERIDEN, CONN. San Francisco

## THE EVENING WISCONSIN

### HOME CIRCULATION NOT STREET SALES

is what counts in making advertising profitable.

### THE EVENING WISCONSIN MILWAUKEE'S POPULAR HOME PAPER

is admittedly the HOME paper of Milwaukee. Every paper goes direct into the HOME of a buyer. Milwaukee is the most prosperous city in the country, and its well-paid artisans have the money wherewith to buy, and they believe in the honesty and integrity of The Evening Wisconsin.

What have you to offer?

Rigid examination of circulation completed by the American Association of Advertisers, Oct. 3, 1910.

**JOHN W. CAMPBIE, Bus. Mgr.**  
CHAS. H. EDDY, Foreign Rep.  
New York Office, 1 Madison Ave.  
Chicago Office, 150 Michigan Ave.

(Robt. J. Virtue, Mgr.)

## Only Way to Reach The Germans of Philadelphia

is through the Consolidated German Newspapers. This quartette of German newspapers reaches a population equal to that of Cincinnati. A low combination rate entitles you to morning, evening, Sunday and vicinity circulation. Write for particulars.

The German newspapers of Philadelphia are so well thought of they are usually second or third in volume of advertising carried in the morning field.

Last week's average:

WEEK ENDING OCTOBER 25TH.	
First Newspaper.....	87,980 Lines
Second Newspaper.....	75,130 "
GAZETTE .....	73,885 "
Fourth Newspaper.....	62,670 "
Fifth Newspaper.....	57,420 "
Sixth Newspaper.....	52,910 "

The German Gazette Publishing Co.,  
Philadelphia

istician of the Association, said that no plans had as yet been completed and the position of the manufacturers had not been even considered. He stated, however, as his private opinion that the revolver advertising did much to lead boys and under-developed minds to desire a revolver; the possession of which afterward proved a menace to themselves and the community at large. Should it be deemed advisable the Association would not hesitate to ask the manufacturers to co-operate with them in some scheme for the control of the sale of portable fire arms.

## SMITH & WESSON

THE THOROUGHBRED  
OF THE REVOLVER WORLD



To effect the entire system of protection—That is the principle upon which the SMITH & WESSON Company rests. It is—indeed, is the most exacting detail of construction—reflexes the determination of the makers to produce a revolver that would be recognition everywhere as the weapon, without exception, of greatest precision, strength and safety.

The SMITH & WESSON revolver is made because it is worth making.

Send for "The Revolver," an interesting book.

**SMITH & WESSON**  
11 Broadbridge St., Springfield, Mass.  
Sales Office Room 121 Adams St., New York City.

In the case of revolver copy, the "rocks" are not only in plain view, but are signboards of legal warning and organized propaganda. However, in the case of many another product, there are submerged rocks of public opinion, sentiment, conditions, etc., which are just as real and even more vital to mark, even though they do not appear above the surface. Some parts of the country have prejudices or special conditions which militate against a proposition in general, or perhaps just against a particular kind of argument and appeal. Again, certain recent happenings may have made dealers or even the public "sore" on a certain line of argument, which makes it desirable for advertisers to do careful "sounding" before launching a campaign.

## TOM MURRAY'S ADVERTISING.

**THE JANESEVILLE GAZETTE.**  
JANESEVILLE, WIS., Oct. 30, 1910.

*Editor of PRINTERS' INK:*

Some one ought to tell "Tom" Murray, of Chicago, something about advertising. Here is the way, in a recent advertisement, he handles the subject of competing brands of advertised clothing.

"Many makers of real good clothing, not only good, but up to date, stylish clothing, never spend a dollar in any way, to advertise their names before the public, many of them do a business running up into the millions with reputable merchants all over the country, because they give to those merchants values, they give to those merchants suits and overcoats that can be sold at \$15.00 to \$25.00 which under some advertised manufacturer's name would have to bring at least \$5.00 to \$10.00 more a garment. MR. READER, YOU HAVE COMMON SENSE, you know somebody must pay the freight, and the freight is very heavy when it is tacked onto the price of some makes of clothing."

B. G. GOSLIN,  
Advertising Manager.

IS THIS ONE OF THE REASONS  
WHY CRAWFORD SHOE AD-  
VERTISING IS SO GOOD?

BROCKTON, MASS., Oct. 29, 1910.  
*Editor of PRINTERS' INK:*  
I am sending herewith check for \$5.00 covering three years' subscription for PRINTERS' INK.

This is the one paper in the field which has a complete reading when it comes, and I do mean to go through it more thoroughly than any other publication that comes to my desk.

CHARLES A. EATON COMPANY,  
C. A. SABINE, Adv. Mgr.

At the dinner at the Aldine Club, in New York, November 10th, of the Technical Publicity Association, the subject will be "Figures." J. H. Guy, of *Collier's Weekly*, will discuss statistics and how figures may be made to give up "brass tack information." W. H. Ingersoll will show how graphic charts may be used to tell the story which advertising and sales reports have to tell. C. P. Tolman, chief engineer of the National Lead Company, will discuss the theory of graphic charts, how to construct them and how to avoid mistakes.

The Charles D. Levin Advertising Agency announces the admission to partnership of Gay Bradt. The new firm will be conducted under the title of Levin & Bradt Advertising Agency, at 1269 Broadway, New York.

W. C. Freeman, of the New York *Evening Mail* and Francis W. Halsey, of the *Literary Digest*, spoke at the November dinner of the Copy Club, November 4th, at the National Arts Club, Manhattan.

# The Chicago Record-Herald

In October 1910  
Gained 308 Columns  
In Advertising

over October, 1909, and contained a greater amount of Advertising than in any previous October in the history of the paper.

### The Advertiser—

#### The Successful Business Man

notes quickly the signs of the times—he has watched THE RECORD-HERALD'S growth and knows the genuine worth of the paper that has inspired it—that is the cause of THE CHICAGO RECORD-HERALD'S increase in advertising.

### The Chicago Record-Herald at One Cent Daily

has made no change in its policy. It is to-day pre-eminently the best family newspaper in the west.

### The Chicago Record-Herald New York Office: 437 Fifth Ave.



### "The Breeders' Gazette is the Farmer's Greatest Paper."

W. A. HENRY,  
America's Foremost Agricultural Educator.

The Gazette is mailed to bona-fide subscribers only, and at a higher subscription rate than that maintained by any other weekly farm publication.

It goes into more than 80,000 of the best farm homes every week, and we can supply abundant testimony that it is read with interest by every member of the family.

The Gazette is purely a business paper for an intelligent and well-to-do class of people living in country homes.

It carries more advertising at its published rate than any paper of its class in the world. Established in 1881, it has for years presented an annual increased amount of high-class business announcements.

Rate 50c. an agate line flat. No discounts for time or space. For any further particulars consult reliable advertising agents everywhere or address

**THE BREEDER'S GAZETTE**  
358 Dearborn Street Chicago  
Member Standard Farm Papers Association

# PRINTERS' INK.

*A JOURNAL FOR ADVERTISERS.*

*Founded 1888 by Geo. P. Rowell.*

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5202 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 2 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLER, Associate Manager.

Chicago Office: 1502 Tribune Bldg., Telephone, Randolph 1098. MALCOLM C. AURERBACH, Mgr.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Main 1151.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

JOHN IRVING ROMER, Editor.  
J. GEORGE FREDERICK, Managing Editor.

New York, Nov. 10, 1910.

**Putting Ads Under Pure Food Law** This is not a jest —it is now being seriously considered at Washington by Government officials. Nor is the proposition so queer as it might at first seem. Figuratively and facetiously speaking, advertising acts either as a food or as a drug upon an industry; but in addition to this justification, there is the more serious one that if labels are under the jurisdiction of the law, why not the advertising which represents and argues for the label and the product?

Misrepresentation and "misbranding" on labels are now being proceeded against as matters of daily routine; but if the same misrepresentation is set forth in far more illusive and persuasive manner in advertising, the official's are helpless. The label is nowadays rarely read by the public—on this many adulterators place their hopes of circumventing the intent and purpose of the pure food law, for even by complying with its requirements and properly labeling, they figure

that the public either doesn't know the meaning of the analysis printed, or doesn't read labels at all. By advertising seductively and even misrepresentatively they can throw the public off the scent.

Of course the proposal is not to include advertising for every sort of proposition in the jurisdiction of the Pure Food and Drugs act, but simply advertising for products which themselves are already under the law. The proposition is being favorably received, and though some medical journals predict that newspapers will fight the plan, it is more than likely that the best publications in all lines will welcome it as an additional protection for legitimate propositions, in the advertising success of which lies the future prosperity of publishers.

**Pressure on Uplift Magazines** There is no shadow of doubt upon the fact that the so called muck-raking magazines and newspapers have both directly and indirectly exerted powerful influences upon business and political corruption. Their efforts have been continued over a considerable period of years and have but slowly wedged into the firmly entrenched powers of corruption. Cannon felt the first bolt of lightning from the clouds' long accumulated electricity. Boshism, financial chicanery, loose fiduciary responsibility and other things have felt the choke of altering public atmosphere. Whether there was much or little truth in it, the second-class postage threats from Washington have been called vengeful rapier thrusts, and other pressure has made itself felt occasionally.

Now comes a rather daring challenge to the "interests" to come forth and shear the publications of their Samson's locks by snipping off advertising appropriations. A well-known and high standing Wall street financial review seriously set forth the following the other day:

It is time to bring politics face to face with consequences, and this can be done only by forceful retaliation. This the business interests are fully ca-

pable of. Great and small business concerns are spending hundreds of thousands of dollars in advertising in magazines and papers that are doing their best to hurt business interests. Let these vast sums be withdrawn and placed with publications having sound business policies and who do not pander to the tempers and prejudices of unthinking people. Advertisements are fully as important to publishers as subscribers. Why should business pay for its own roasting?

Now is the time for all good men and true to come to the aid of their party. Let us see which are the sheep and which the goats, and instead of making muck raking so very expensive in delving about to find the culprits, they shall be self declared and can be hung upon the gibbets with economy and despatch.

A boycott by advertisers! What good gravy for humanity's friend, C. W. Post!

**Selling and Defending Patent Goods** *Three thousand* patents have already been issued on airships and airship devices! More are coming in at the rate of three or more per day.

Which demonstrates how amazing is the patenting frenzy for anything which seems likely to become a popular line of manufacture—if any demonstration is needed after reading the story of the McCrum-Howell Company's battle with infringers (in this issue).

If they don't hound a promising young industry to death by infringement and legal tangle and expense, the flocks of camp followers actually smother it by falling on it in such thick layers that it can't be dug out alive.

A man in Michigan several years ago patented and started to market a unique kitchen labor-saving device for which there was a fair possible market. No sooner had his advertising appeared than a horde of followers snarled themselves and the advertiser, (who was on a fair way to a good business) into hopeless knots from which neither they nor their particular class of article were ever able to extricate themselves.

Had the advertiser been spared the legal expense necessary to

maintain his undoubted and obvious prior rights a new industry would have gradually developed to the benefit of public, dealer and maker—to say nothing of magazine and newspaper. But he was too weak financially to stand the onslaught.

Whether or not the penal clause for infringement, advocated in this issue, will ever be enacted is an uncertainty. But one thing is certain—that patents and trade-marks are alike dependent to a striking degree upon unfair competition, and upon the suppression of good will secured through advertising and trade work. A thing advertised is pretty nearly as good as a thing patented or trade-marked.

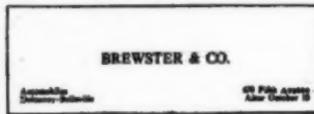
**The Discordant Note in the New Theatre** Progress and harmony are supposed to be the basic reasons for the starting of the New Theatre, New York (endowed by wealthy patrons). In practically all appointments, and recently in the production of one of Maeterlinck's plays, the very apotheosis of progressive harmony has been achieved.

But the theatre program advertising! The ultra-ultra aesthetic sense and a snobbish ignorance of what advertising is or can be, seems to have been united to produce a policy which is positively grotesque. Only two pages are allowed for advertising, and only one ad from one firm in a class of business is accepted. The advertisers are allowed to use nothing but a uniformly set card, as illustrated below. Twelve such ads are used, no more, and a fanciful price is exacted.

Now, the process of thought back of this beautiful scheme was undoubtedly a natural and rather pardonable revulsion from the black advertising smudges which disfigure many theatre programs. But instead of applying modern advertising thought to the problem of harmonizing the advertising for such an ambitiously harmonious institution, the pendulum was violently swung the other way as

far as possible in the delusion that this alone would result in the desired harmony and dignity.

The result is not advertising at all—solely a scheme of charitable support. For this reason many prominent advertisers have promptly turned down the opportunity to use the New Theatre program. Had the New Theatre managers consulted with advertising men who appreciate their ex-



cellent intention of lifting theatre program advertising to a plane consistent with their unique institution, something both more harmonious as well as more practical to both the theatre and advertisers might have been evolved. As it is the "cards," relics of a prehistoric and primeval time, are the theatre's only discordant note.

**The Newest  
Postal  
Vagary**

Associated Press concerning what Taft proposes about re-adjusting second-class postal privileges is not in such shape as to warrant making final criticism. It is but a press forecast of what is to appear in Taft's message to Congress, reliable though that forecast be.

It is fortunate, however, that the proposal to charge separately for advertising, and charge *only the magazines*, is but a "recommendation" and not an edict which can be enforced without ratification by representatives of the public. It seems obvious that the purpose of taxing publications more for mail privileges is not dropped, as has been hoped, despite the fact that the deficit of which so much was formerly made, has been reduced two-thirds in one year by more business-like methods. It also seems obvious from the information at hand that the proposals made are impractical and ill-considered, and cannot be carried out. The Presi-

dent and his advisers scarcely know the complications involved, nor seem aware of the class legislation which such a project would constitute.

Furthermore, this proposal is the momentous occasion in advertising history, for it is the very first time that any tax whatever has been imposed upon advertising. Viewed in this light the matter is truly serious. The circulation manager of the Curtis Publishing Company tells in this issue of the indifference to the Overstreet-Carter bill for postal reorganization, and brings up anew the matter of a fair adjudication. It would seem as though the tariff log-rolling of no far distant date had resulted in classifying the publishers as among the privilege-hungry horde whose statements are naturally biased. On the contrary, it is PRINTERS' INK's belief that publishers would pay with civic and patriotic pride any added postal cost which a fair and careful investigation should determine to be proper. The difficulty seems to be to secure such an analysis of costs—an analysis which will not endeavor to saddle upon a relatively small and special class of postal matter the entire large cost of a poorly systematized federal business. It must seem to many that the exemption from taxation of all classes of mail but magazines has a little of the color of political retaliation for their almost uniform attack on the tariff and other political sore spots.

**A LAY SUGGESTION FROM  
SEATTLE.**

A perverted resident of Seattle breaks out in print in the *Intelligencer* of that city advocating the high building species of advertising. He writes that L. C. Smith, of Syracuse, is to have a building in Seattle which will be the third tallest in the world. Why not, he asks, let the city run up a tower at city expense on the top of this new structure, and so bring to Seattle the glory of having the highest one of them all? "A great opportunity to boost Seattle," the letter writer remarks, "and at small expense. All over the world everybody will be saying that 'Seattle has the highest building in the world' and Seattle will be the most talked-of city on earth."

He should read PRINTERS' INK's article telling of the failure of present record-breaking skyscrapers as ads.

On your own street and on every other good street in your town the people whom you are most proud to know and to number among the consumers of your goods read

# HARPER'S MAGAZINE

The same is true on all the other good streets in all the other good towns, from Coast to Coast.

SUGGESTS A STANDARD  
SIZE FOR TRADE JOUR-  
NAL PAGES.

THE PRESENT INCONVENIENT VA-  
RIETY OF SIZES—THE DISADVAN-  
TAGE TO THE ADVERTISER—UNI-  
FORMITY WOULD MAKE BETTER  
LAYOUTS POSSIBLE—7 X 10 PAGE  
RECOMMENDED—ADDRESS BEFORE  
THE TECHNICAL PUBLICITY AS-  
SOCIATION, NEW YORK.

*By Frederick J. Low,*  
Advertising Manager, the H. W. Johns-  
Manville Company, New York.

According to the American  
Newspaper Directory, there are,  
in the United States and Canada,  
about 3,725 class or trade papers.  
I looked up the sizes of 640 of  
these and found 235 different  
sizes of type page. Estimating  
on this basis it would give us  
about 1,400 different sizes among  
the total 3,725 trade papers.

Let us consider, first, some of  
the disadvantages to the advertiser  
in such a great variation in size.

If we prepare an advertisement  
for a 7 x 10 space, it is usually  
necessary to waste considerable  
time in condensing or adding to  
the copy if it is also to be used  
in either a much smaller or larger  
space.

Another thing. If all trade pa-  
pers were the same size it would  
pay an advertiser using a number  
of them to spend time and money  
in designing an attractive, out-of-  
the-ordinary layout and border  
and furnish publishers with a cut  
of complete advertisements. This  
would not only make our ad-  
vertisements more attractive, so  
they would stand out better and  
bring greater results, but would  
vastly improve the appearance of  
advertising pages. It would also  
save us much labor, as we could  
have our advertisements properly  
set up and supply publishers with  
electros, doing away with the ne-  
cessity of reading and correcting  
twenty-five different proofs when  
we run the same advertisement in  
that many different papers. It  
would not pay to furnish electros  
of complete advertisements now  
because too many different sizes  
are required.

There are many other advan-  
tages to the advertiser in using  
mediums of one size, but those  
above mentioned should be suffi-  
cient to make every advertiser  
prefer to have all trade papers  
the standard 9 x 12-inch size, with  
a 7 x 10-inch type page. I say  
"standard" size, because 118 trade  
papers out of 640 which I exam-  
ined, or 20 per cent, have a type  
page 7 x 10 inches. The next  
most popular size is 9 x 12-inch  
type page, but there were only  
sixty of this size, or less than  
10 per cent. The 9 x 12-inch is  
also a size that some associations  
have adopted. I understand, for  
instance, that the Railway Master  
Mechanics' Association, as well as  
some other leading mechanical  
associations, have adopted that  
size as their largest size for cata-  
logues and papers.

The 9 x 12-inch size also has its  
advantages to the reader. It is  
more convenient to read and to  
carry in one's pocket than larger  
sizes.

The standard 9 x 12-inch size  
also has its advantages to the pub-  
lisher and printer. If all papers  
were this one size, the saving in  
handling, which would also mean  
saving in cost, would be consider-  
able in the printing plant, as all  
such material as leads, rules,  
chases, etc., would be of one mea-  
sure or size, and if the compo-  
sition was done on machines it  
would do away with the necessity  
of changing molds on linotypes,  
allowing stoppages of any ma-  
chine on composition, in order to  
make corrections on proofs, with  
hardly any perceptible delay.

More advertisers would furnish  
cuts of complete advertisements  
and thus save the publisher much  
money. Take, for illustration,  
an issue of the *Electrical World*.  
I believe any advertising man  
would recognize at least four ad-  
vertisers in this paper who are  
using a full page, four who are  
using a half page, and two using  
quarter-page spaces, or a total of  
ten advertisers who would fur-  
nish cuts if all the papers they  
used were one size, so that it  
would be necessary to set up their  
advertisements only once.

# Los Angeles Examiner

*"Nothing Succeeds Like Circulation"*

## 4,424.70 COLUMNS IS THE ADVERTISING GAIN

Made by the *Los Angeles Examiner* for the First Nine Months of 1910 Over 1909.

Every Month of the Nine Tells Its Own Story. A study of the figures in the table below reveals a steady and significant growth, and steady growth is what counts.

	Local Display Inches	Foreign Display Inches	Classified	Total Inches	Total Columns
January .....	9,766	1,804	18	11,588	579.40
February .....	10,133	2,454	*60	12,527	626.35
March .....	9,397	1,228	1,629	12,254	612.70
April .....	13,143	1,065	952	15,160	758.00
May .....	9,618	1,638	1,706	12,962	648.10
June .....	8,946	1,148	1,436	11,530	576.50
July .....	4,918	230	1,134	6,282	314.10
**August .....	*777	135	. *83	*725	*36.25
September ...	3,371	1,058	2,487	6,916	345.80
<b>Total gains</b>	<b>68,515</b>	<b>10,760</b>	<b>9,219</b>	<b>88,494</b>	<b>4,424.70</b>

\*Loss. \*\*Four Sundays in August, 1910, against five Sundays in August, 1909.

An equitable comparison would show a gain of 4,811 inches, or 240.55 columns.

### The One Big Reason—"RESULTS"

#### SUNDAY CIRCULATION

More Than

**102,000**

# Los Angeles Examiner

WILLIAM RANDOLPH HEARST

Eastern Representative  
M. D. HUNTON  
Madison Square Bldg.  
New York.

M. F. IHMSEN  
General Manager

Western Representative  
W. H. WILSON  
1409 Security Bldg.  
Chicago

# Everybody's Magazine

*Everybody's* has an individuality all its own. It "comes through with the goods." This is forcibly shown by 75% of our advertisers using *Everybody's* space for two or more years.

Manufacturers call *Everybody's* the "Result Giver." It has aided them greatly in their respective campaigns.

Just for an example take the Wyckoff Lumber & Manufacturing Company, of Ithaca, N. Y., which handles Portable Garages and Cottages. They write:—

*Everybody's* ranked first both in sales and inquiries

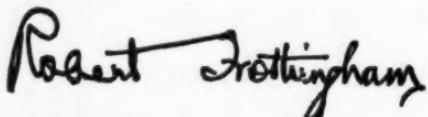
—sold twice as many portable buildings as any other magazine of a similar character at a cost of less than half that of its nearest competitor;

—brought us more replies than did six other leading national magazines combined.

EVERYBODY's purchasers have ranged from the man of modest means to the millionaire.

We can give you scores of other instances of *Results* if you want them.

Tell us your "line" and get evidence of what *Everybody's* has done and is doing in similar products.



Spring and MacDougal Streets, New York.

W. R. EMERY

Western Manager

1115 Marquette Building, Chicago, Ills.

## NOVEMBER MAGAZINES

## ADVERTISING IN THE LEADING MONTHLY MAGAZINES FOR NOVEMBER

(Exclusive of Publishers' own advertising)

	Pages	Agate Lines
Everybody's	171	38,472
McClure's	163	36,566
Hampton's Magazine	152	34,048
Cosmopolitan	152	34,000
Review of Reviews	151	33,824
American Magazine	138	31,024
Scribner's	122	29,680
Munsey's	131	29,344
World's Work	125	28,000
Sunset	117	26,208
Harper's Monthly	111	24,972
Century Magazine	108	24,380
Canadian Magazine	100	22,400
Pacific Monthly	93	20,916
Current Literature	90	20,160
National	75	16,912
Success (cols.)	93	15,742
Red Book	64	14,336
Atlantic Monthly	61	13,682
Argosy	57	12,872
Amalek's	47	10,528
Theatre Magazine (cols.)	60	10,200
World To-Day	44	10,024
Pearson's	42	9,408
Metropolitan	37	8,447
All Story	37	8,288
American Boy (cols.)	41	8,200
Lippincott's	31	6,944
Human Life (cols.)	37	6,935
Blue Book	28	6,272
Smith's	25	5,600
Strand	23	5,182
St. Nicholas	17	3,808

## VOLUME OF ADVERTISING IN LEADING WOMEN'S MAGAZINES

(Exclusive of Publishers' own advertising)

<sup>a</sup> Vogue (cols.)	395	60,906
*Ladies' Home Journal (cols.)	248	49,640
Woman's Home Comp'n (cols.)	173	34,700
Good Housekeeping Magazine	134	30,128
Delineator (cols.)	136	27,200
Designer (cols.)	113	22,600
New Idea (cols.)	112	22,400
Pictorial Review (cols.)	102	20,400
Modern Priscilla (cols.)	120	20,163
Ladies' World (cols.)	99	19,867
Housekeeper (cols.)	99	19,500
McCall's (cols.)	142	19,068
Canadian Home Journal (cols.)	70	13,920
Harper's Basar (cols.)	65	13,000
Uncle Remus's Magazine (cols.)	65	12,350
Every Woman's (cols.)	33	5,767
Dressmaking At Home (cols.)	27	5,490
American Home Monthly (cols.)	19	3,850

\*2 October Issues.

## VOLUME OF ADVERTISING IN LEADING MONTHLY MAGAZINES CARRYING GENERAL AND CLASS ADVERTISING

(Exclusive of Publishers' own advertising)

Motor (cols.)	393	66,042
System	146	32,302
Busy Man's	95	21,432
International Studio (cols.)	131	18,440
Outing Magazine	58	13,048
Business and Book-Keeper	56	12,598
Popular Electricity	55	12,376
Suburban Life (cols.)	72	12,039
Field and Stream	49	11,032
House and Garden (cols.)	75	10,510
Technical World	45	10,134
Arts and Decoration (cols.)	69	9,660

Recreation (cols.)	51	8,645
Craftsman	36	8,064
Garden (cols.)	52	7,354
American Homes & Gard. (cols.)	32	5,470
Travel	35	4,950
Benziger's (cols.)	9	1,750
Omission of Country Life In America, due to change from monthly to semi-monthly.		

## VOLUME OF ADVERTISING IN LEADING WEEKLIES FOR OCTOBER

(Exclusive of Publishers' own advertising)

	Agate	Col.	Lines
October 1-7:			
Saturday Evening Post	167	28,475	
Collier's	97	18,505	
Life	78	10,920	
Literary Digest	62	8,800	
Independent (pages)	29	6,636	
Christian Herald	36	6,190	
Churchman	32	5,270	
Associated Sunday Magazines	25	4,750	
Leslie's	23	4,600	
Outlook (pages)	18	4,144	
Illustrated Sunday Magazine	16	3,940	
Youth's Companion	13	2,800	
Scientific American	7	1,400	
October 8-14:			
Saturday Evening Post	152	25,840	
Collier's	81	11,640	
Literary Digest	82	11,600	
Life	48	6,720	
Outlook (pages)	23	5,264	
Leslie's	25	5,000	
Associated Sunday Magazines	25	4,782	
Christian Herald	22	3,810	
Independent (pages)	16	3,590	
Churchman	22	3,520	
Illustrated Sunday Magazine	18	3,500	
Scientific American	12	2,460	
Youth's Companion	10	2,000	

Before I exchange my money for your product—be your product a complex calculating machine or a better kind of hosiery—you must convince me that I shall gain by the transaction.

So, before you make sales from it, every advertisement must first of all bring into action business judgment, and the spirit of barter and profit.

That is why advertisements of anything a man is interested in bring quicker and better returns in SYSTEM—for SYSTEM has the reader already keyed to the exercise of business judgment—ready to seize every indication of advantage. And so SYSTEM has for nearly five years carried more advertising than any other standard magazine.

**SYSTEM**  
THE MAGAZINE OF BUSINESS

CHICAGO

NEW YORK

LONDON

## PRINTERS' INK.

	Pages	Agate Lines
<b>October 18-31</b>		
Saturday Evening Post.....	163	27,710
Collier's.....	92	17,630
Literary Digest.....	78	11,000
Life.....	34	7,000
Leslie's.....	33	6,600
Christian Herald.....	34	5,720
Youth's Companion.....	28	5,600
Outlook (pages).....	22	5,040
Associated Sunday Magazines.....	23	4,255
Churchman.....	21	3,360
Illustrated Sunday Magazine.....	17	3,200
Independent (pages).....	12	2,866
Scientific American.....	9	1,800
<b>October 28-31</b>		
Outlook (pages).....	133	29,904
Saturday Evening Post.....	137	23,375
Collier's.....	69	13,110
Literary Digest.....	85	11,920
Life.....	40	5,580
Leslie's.....	28	5,632
Christian Herald.....	28	4,870
Associated Sunday Magazines.....	26	4,810
Illustrated Sunday Magazine.....	23	4,400
Scientific American.....	22	4,400
Independent (pages).....	17	3,808
Churchman.....	23	3,680
Youth's Companion.....	10	2,000
<b>Totals for October</b>		
Saturday Evening Post.....	129	21,930
Collier's.....	58	11,131
Literary Digest.....	56	7,840
Illustrated Sunday Magazine.....	20	3,700
Outlook (pages).....	15	3,472
Associated Sunday Magazine.....	18	3,445
Churchman.....	16	2,580
Scientific American.....	7	1,400
*Four Issues.		

RECAPITULATION OF LEADERS IN  
MONTHLY CLASSIFICATIONS

	Pages	Agate Lines
1. Motor (cols).....	393	66,012
2. *Vogue (cols).....	395	60,906
3. *Ladies' Home Journal (cols).....	248	49,640
4. Everybody's.....	171	38,472
5. McClure's.....	168	36,566
6. Woman's Home Comp (cols).....	173	34,700
7. Hampton's.....	152	34,048
8. Cosmopolitan.....	152	34,000
9. Review of Reviews.....	151	33,824
10. System.....	146	32,302
11. American.....	138	31,024
12. Good Housekeeping Magazine.....	134	30,128
13. Scribner's.....	132	29,680
14. Munsey's.....	131	29,344
15. World's Work.....	125	28,000
16. Delineator (cols).....	136	27,200
17. Sunset.....	117	26,208
18. Harper's Monthly.....	111	24,972
19. Century.....	108	24,360
20. Designer (cols).....	113	22,600
21. New Idea.....	112	22,400
22. Canadian.....	100	22,400
23. Busy Man's.....	95	21,432
24. Pacific.....	93	20,916
25. Modern Priscilla (cols).....	120	20,163

\*2 October issues

TWO PROMINENT MEN ON REAL  
ESTATE ADVERTISING.

"How to Advertise Real Estate" was the topic which engaged the attention of the members of the Chicago Real Estate Board at the weekly luncheon November 3d, the speakers being Clinton B. Evans, editor of the *Economist*, and H. H. Kohlsaat, publisher of the *Record-Herald*.

"The purpose of advertising real estate is to commend it to the purchasers and lessees," said Mr. Evans, "and the purpose of the brokers is to make sales and to get the commissions therefor. What is wanted is not only good advertising but collective advertising. The project of D. H. Burnham will do more to advertise Chicago than all other means of advertising. Between the years 1900 and 1910 Chicago has had an increase of 29 per cent in its population and New York has had an increase of 39 per cent. Outside of the fact that New York has 200 years' prestige and start back of it, the city has been spending enormous sums of money on improvements. It probably is spending too much, but Chicago is spending too little.

"Chicago did the biggest piece of advertising that it has ever done in the World's Fair of 1893, and at that time men like P. D. Armour said that it would be money thrown away. But out of all that advertising we have not one permanent improvement to show. I would rather have the permanent benefit we received from one institution like the University of Chicago for the last five years than all of the World's Fair benefits. The greatest need of Chicago is the planting of some improvement here that is permanent.

Mr. Evans' remarks brought forth applause.

"I can best show you the results of advertising by quoting some men I have talked with," said H. H. Kohlsaat. "A. W. Green, president of the National Biscuit Company, said that he had made the brands of some of the articles they sell more valuable than the plants themselves—so much so that they pay no attention to prices of their competitors—by advertising.

"Mr. Cochrane, of the Kewanee Boiler Company, said that in six months their business had increased about 140 per cent. When a purchaser comes to order a boiler he will choose the one he is most familiar with. The Jones boiler may be as good, but the other is better known and, therefore, the one that is chosen.

"Samuel Insull, of the Commonwealth Edison Company, says they can see the direct results from the advertising they have done, and Mr. Rosen, of the People's Gas Light and Coke Company, said that because of their advertising a certain light they handle, orders have been coming in for it at the rate of 600 a day."

In conclusion Mr. Kohlsaat suggested that the real estate men could secure better results by putting their advertisements up in more attractive form and having them written by professional ad writers, rather than by holding to old, stereotyped forms.

# WATCH THE SUNSET IN THE EAST

## This Month in Four Colors

Have you seen this beautiful four-color number? Have you read "Where Rolls the Oregon," by Walter V. Woehlke?

Sixteen pages superbly illustrated in four colors. The greatest feature ever attempted by a fifteen-cent magazine.

SUNSET MAGAZINE has arranged for a series of these four-color articles at a cost of

# \$25,000

A prominent national advertiser writes:

"Permit me to compliment you on this beautiful added feature in colors. It is one of the handsomest things I have ever seen in the magazine line, and will surely be the means of bringing you increased circulation and advertising."

It has already done this—we are unable to supply the demand for our November four-color number, and the interest already displayed in San Francisco in our Special Panama-Pacific-Exposition Number in December is so great that the entire issue of 125,000 copies will be quickly exhausted.

We GUARANTEE a net circulation of over  
100,000 copies per month.

which is 50 per cent. more than that of any other magazine published on the Pacific Coast.

Write for Rates—Letters from Satisfied Advertisers, or any other information to—

L. L. McCormick,  
180 Jackson Blvd.,  
Chicago, Ill.

—OR—

W. A. Wilson,  
37 East 28th St.,  
New York City.

WM. WOODHEAD, Business Manager

SUNSET MAGAZINE, SAN FRANCISCO, CAL.

## PRINTERS' INK'S FOUR-YEAR RECORD OF NOVEMBER ADVERTISING.

	1910.	1909.	1908.	1907.	Four Years' Total.
Everybody's	38,472	41,664	35,420	39,396	154,952
Review of Reviews	33,824	41,588	32,249	40,880	148,841
McClure's	36,556	37,840	30,232	37,072	141,700
Cosmopolitan	34,006	35,083	28,703	33,792	131,578
Munsey's	29,344	29,428	26,922	34,304	119,998
Scribner's	29,680	38,161	22,154	25,911	115,966
American	31,024	32,704	24,458	24,864	113,050
World's Work	28,000	31,007	26,534	20,343	105,884
Century	24,360	25,760	22,960	23,608	96,688
Harper's Monthly	24,972	22,900	20,240	26,544	94,656
Sunset	36,208	23,632	22,024	22,724	94,558
Hampton's	34,048	27,552	16,100	12,096	89,796
Pacific	20,916	22,932	18,102	24,846	86,796
Success	15,742	17,284	14,560	16,750	64,836
Red Book	14,336	15,233	14,836	16,912	60,816
Current Literature	20,160	15,316	12,544	18,681	59,551
Atlantic	18,682	15,208	11,600	18,726	56,216
Argosy	12,872	16,340	10,598	12,992	52,702
Pearson's	9,408	12,183	10,486	12,880	44,957
Ainslee's	10,528	9,184	10,822	12,004	49,538
Theatre	10,200	10,363	9,188	9,132	38,883
Metropolitan	8,447	5,264	8,736	11,928	34,875
Lippincot's	6,944	8,288	7,602	11,204	34,088
All-Story	8,288	8,442	6,588	9,408	32,676
American Boy	8,300	7,260	6,700	7,585	29,695
Human Life	6,985	7,315	6,010	8,439	28,599
Strand	5,152	6,720	7,084	5,718	24,674
Blue Book	6,272	5,824	4,480	5,376	21,953
St. Nicholas	8,808	5,432	4,121	3,955	17,316

## MAGAZINES CARRYING BOTH GENERAL AND CLASS ADVERTISING.

Motor	66,048	55,440	39,816	78,960	240,258
System	32,302	35,128	35,224	36,316	138,970
Business & Bookkeeper	12,598	16,576	12,117	19,040	60,331
Outing	13,048	9,112	13,408	18,411	53,974
Suburban Life	12,039	9,804	10,027	14,812	46,182
Technical World	10,134	10,456	13,247	11,812	45,149
International Studio	18,440	15,680	4,970	3,402	42,492
Field & Stream	11,032	10,472	8,806	9,790	40,100
Garden	7,354	7,700	7,821	9,530	32,405
Recreation	8,645	7,540	4,586	8,808	29,599
American Homes & Gardens	5,470	7,000	7,108	9,665	29,243
House & Garden	10,510	5,320	3,912	7,308	26,350

## WOMEN'S MAGAZINES.

*Vogue	60,906	61,754	41,075	56,384	220,119
*Ladies Home Journal	49,640	40,800	36,600	36,800	163,840
Woman's Home Companion	34,706	28,600	22,036	25,214	110,550
Good Housekeeping Magazine	30,128	28,448	21,413	21,952	101,941
Delicatator	27,200	24,115	18,694	23,175	93,184
New Idea	22,400	19,000	17,446	14,093	72,939
Designer	22,600	19,150	16,888	14,100	72,738
Ladies World	19,867	18,667	14,009	13,878	66,421
Modern Priscilla	20,163	19,029	13,884	12,825	65,401
Uncle Remus	12,350	18,830	15,520	13,964	50,664
Pictorial Review	20,400	16,856	14,700	8,314	60,270
McCall's	19,068	15,812	9,216	12,738	56,834
Harper's Bazar	13,000	14,112	12,627	14,096	53,835

## WEEKLIES (October).

	1910.	1909.	1908.	1907.	Four Years' Total.
Saturday Evening Post	127,330	111,270	71,586	55,529	365,715
Collier's	72,016	58,470	38,325	63,250	232,061
Outlook	47,824	55,114	34,850	41,526	179,814
Literary Digest	51,160	47,196	27,305	33,700	159,361
Life	30,320	23,565	12,497	19,525	85,807

Totals ..... 1,441,064 1,381,922 1,069,961 1,250,887 5,145,884

\*Two October issues

## November Cosmopolitan Out of Print

The man buys *Cosmopolitan* to read "Get Rich Quick Wallingford," and the wife takes it away from him that she may read

Robert W. Chambers' story—  
"The Common Law." Illustrated  
by Charles Dana Gibson.

**It gets the man.**

**It gets the woman.**

**New readers being added by the thousand.**

Two dollars a line for advertising space in **COSMOPOLITAN MAGAZINE**, is the biggest advertising bargain on the market to-day.

**Measure it with the others.**

## Cosmopolitan Magazine

**381 Fourth Avenue**

### New York City

*Holiday Cosmopolitan out December 10th*

### **Forms closing now**

*Final closing November 18th*

## VICTOR SHUNS THE OVER-SMART FORM LETTER.

**GREAT TALKING-MACHINE HOUSE GIVES SUBSTANCE OF MATTER PREFERENCE OVER CLEVERNESS IN FORM—POSSIBLE TO MAKE A FORM LETTER SO AWFULLY SMART THAT IT DEFEATS ITS OWN PURPOSE.**

Below is quoted a form letter just now going out to the trade over the signature of the general manager of the Victor Talking Machine Company. It will be noticed that it is not at all in line with the edicts of those latter-day experts who greet with a superior smile the formal phraseology which has so long characterized business correspondence.

"We beg to acknowledge receipt of your favor," "It is with much pleasure that we apprise you," "Thanking you in advance for the continuance of your valued patronage," "We commend the above to your very serious consideration," are phrases that any correspondence school graduate would blush to pen. Yet there are few concerns in the country that have a stronger grip on their dealers than the Victor or whose methods are so frequently made a subject of comment and study.

A careful analysis of the following letter would seem to indicate one of two things, either that it is a deliberate and intentional attempt to talk to the dealer in the language with which he is most familiar or else that Victor success with the trade is a triumph of matter over manner:

### TO VICTOR DISTRIBUTORS AND DEALERS.

GENTLEMEN:

It is with much pleasure, now that a full summary of our September sales is at hand, that we apprise you of the continued success of the Victor business, approaching a veritable boom.

Our September sales, throughout America alone, were 85 per cent. ahead of September, 1907, which was our best previous year, and our sales during the balance of this year will be limited only by our capacity.

We would recommend that our dealers do all they possibly can to develop their record trade. If either department should be favored in money and

energy expended, let it be the record department, as there is a possibility by our working day and night of taking care of an increased record business, but we cannot equip new machine and cabinet factories rapidly, nor hasten the drying of the varnish which, as you all know, is such an important factor in turning out machines.

Our new styles of Victrolas have created quite a furore in the trade, and in this connection, we wish to emphasize a fact which we have been neglectful of in the past.

We would call your special attention and emphasize the fact to you that the Victor Company controls all the fundamental patents applicable to the Victrola style of machine, and the value and importance of this condition to the Victor Company, and to Victor distributors and dealers is inestimable, and will be appreciated very much more in a year or two from now than it is at this moment.

We have not licensed any other manufacturer to make goods under these patents.

Lawsuits have been started to enjoin infringers and our interest in that direction will be as carefully guarded, and as successfully maintained, as they have been in the past, even when it was necessary to carry suits up to the Supreme Court of the United States and win.

That we are the originators of the Victrola type of instrument, and that we have created the market for this style of instrument is unchallenged; therefore the moral and legal rights are all on our side, and our distributors and dealers are to be congratulated that, both from an organization and financial standpoint we are thoroughly capable of taking care of Victor interests and the interest of all our distributors and dealers to whom the selling of the Victor product means so much.

We commend the above to your very serious consideration.

Very respectfully,  
VICTOR TALKING MACHINE COMPANY,  
LOUIS F. GEISSLER,  
General Manager.

The Manker-Glenn Advertising Company has been organized to do business at Butte, Mont. Roy Manker has been advertising agent of the Interstate Consolidated and Montana Independent Telephone Companies. T. J. Glenn, another Butte resident, will act as outside representative. Mr. Manker was at one time connected with the editorial department of the Philadelphia *Evening Telegraph* and, it is said, has been also publicity agent for the General Electric Company, in New York.

G. Holman Gardner has identified himself with the Massengale Advertising Agency, Atlanta, as head of the department of school and college advertising. Mr. Gardner was formerly head of the Riverside Military Academy, Gainesville, Ga., and sold out his interests in that institution to assume direction of his new work.



## Commercial Artists

who understand how to put "*sales ability*" into illustrations—not art for art's sake, but art for the sake of sales—expert engravers who know how to make perfect printing plates, will make your next catalog more effective, your advertising more convincing and increase your sales and profits.

300 artists and engravers (specialists all) are ready to take up your work.

*Day and Night Service*

### Barnes-Crosby Company

E. W. HOUSER, President

Artists :: Engravers :: Catalogue Plate-makers  
215 Madison Street, Chicago

*Branch offices in fifteen principal cities*

Our advice and co-operation is yours for the asking and we'll not only save but make you money.



**"STRATHMORE QUALITY"** Book and Cover Papers are without doubt the finest printing papers made in America—and every first-class printer and advertising man knows it.

That's why all that is best in commercial literature, from cover design to copy, composition and page decoration, finds its way to the ultimate consumer via "**STRATHMORE QUALITY**" Papers.

If you haven't the sample books let us know.

THE MITTINEAGUE PAPER COMPANY

*The "Strathmore Quality" Mills*

MITTINEAGUE, MASS., U. S. A.

## The Little Schoolmaster's Classroom

[EDITORIAL NOTE.—PRINTERS' INK aims to help the recruit as well as the seasoned advertising man. The man of little experience in advertising will save time and trouble by learning something of the technique of the art, by learning the best practice. And there are fundamental principles so important that they may be restated again and again with profit to all. To deal with such matters will be the purpose of this new department.]

The editor of a great newspaper was once asked if it were possible for all men to learn to write. "Yes," was the reply, "if they all had something to write about."

That's it—something to write about.

Without something to write about, he who hopes to construct advertisements is in the position of the man who stood and said: "My friends, I am here because I wish to be a speaker, but as there is nothing I can think of to say, I will sit down."

A few sentences, though arranged smoothly and grammatically, do not constitute an effective advertisement unless there is something in the language to command the attention of prospective buyers, to develop interest and to make some impression that sooner or later will result in a sale of the commodity.

Of course it is true that when a dozen persons have the same facts and ideas to express, some will construct a much more pleasing and effective sales message than others. Effective expression is itself an art that some possess or develop to a higher degree than others do or could do. But without discounting the value of effective expression, there is no denying the truth that the ideas to be expressed are more important than the style of expression. It is said that Charles Broadway Rouss could not write a smooth paragraph to save his life, but he knew what ought to be said to bring people to his store, and he

was able to have other people say those things for him.

A study of advertisements reveals many faults, but certainly one of the greatest is that of saying nothing that is worth while. Many advertisements are just talk, talk, talk—no ideas or facts strong enough in interest value to draw attention of readers away from the adjoining news articles or stories, no conclusive argument to make an impression reasonably calculated to result in sales.

Therefore, this question of *who* to write calls for serious consideration from those who would write successful advertising copy. To sit down and attempt to grind out sentences that are not based on definite ideas won't produce successful advertisements. A preacher cannot preach effective sermons from texts to which he has given no study, and it's much the same way with the writer of advertisements.

Advertising and salesmanship are often said to be one and the same thing, except that advertising is salesmanship through printed word and picture. But there is a great deal of difference. The writer of an advertisement ordinarily has a more difficult task than a salesman. A salesman can often show the article itself or a sample of it, and while he may find it necessary to point out and emphasize the good points of the article, he has one advantage in that the customer sees the article, and another advantage in that he can study the prospective customer, listen to his comments, ask him questions and skilfully adapt the canvass to the particular case.

The advertising man can sometimes send a sample. Sampling is a very important part of many advertising campaigns. But ordinarily the advertising man has to picture the article or service in the customer's mind by the skil-

ful use of words and illustrations, and as he cannot usually study his readers' faces at the time they are reading the advertisement nor hear their comments, he is forced, before writing the advertisement, to use his imagination—to imagine what will interest the reader, overcome his objections and finally convince him that what is said in the advertisement is true.

The salesman can sometimes appeal to several of the senses—have the prospective buyer see the goods, feel the cloth—it may be—hear the tone of the piano or taste the pickles. The advertising man, on the other hand, ordinarily has only the eye to appeal to, and must be skilful enough in that appeal to make the reader in his imagination see the goods, feel the cloth, hear the piano, or taste the pickles.

The prospective customer is often impelled by courtesy to listen to an uninteresting canvass by a salesman. The reader of the advertisement is bound by no such obligation, but will pass on to the more interesting things close by when the advertisement becomes tiresome or illogical.

The necessary preliminary work must be done largely by the use of the imagination. I believe the imagination is almost as valuable to the writer of advertisements as to the writer of stories. Of course the imagination should not be relied on to create the fundamental facts. These facts can be had only by studying the commodity to be advertised, looking at all its features from the viewpoint of the prospective buyer, asking questions of the maker or salesman, and so on. This done, some consideration must be given to the people that the advertiser hopes to sell to. If they are women, the woman's point of view about the commodity must be carefully considered. If they are farmers, the farmer's point of view must be studied critically, and so on.

Having arrived at this point, the imagination should be let loose. Let the pictures of the people needing, buying or using the article loom up as vividly as



### Fool-proof typewriter oil—3-in-1

Other typewriter oils when used too freely will cake, gum, collect dust, clog and cut bearings, blur type and surely, swiftly wear out delicate action parts.

No one can "overoil" any machine with 3-in-One. All that is needed remains in the bearings—the rest runs off. It oils, cleans and prevents rust on all parts of the machine all at one time. Best—but cheapest typewriter oil.

Buy the big 8 oz. bottle—  
50 cts.; 3 oz.—25 cts.; 1 oz.—  
10 cts. All stores.

Send for FREE SAMPLE  
and Dictionary to-day.

3-IN-ONE OIL COMPANY  
12 Broadway, New York



# HOLD FAST PAPER CLIPS

ARE ENDORSED BY GOVERNMENT  
DEPARTMENTS AT WASHINGTON  
AS THE BEST BECAUSE THEY

Are free from projecting points that injure the hands  
and papers.  
Will not pick up other papers on the desk or in the  
letter file.  
Can be used on the CORNER as well as on top of the sheet.  
Will hold securely 2 to 40 sheets.  
Cost no more than inferior clips.  
Are quickly applied or removed.  
Can be used over and over.  
Do not mutilate the paper.  
Always hold their shape.  
Cannot tangle or tear.  
Are the strongest.

In boxes of 100, 1,000, 2 boxes 25c.;  
Cartons, ten boxes, 1,000 Clips, \$1.50;  
Cartons, fifty boxes, 5,000 Clips, \$4.50.

CUTTER-TOWER CO.  
506 HATHAWAY BUILDING  
BOSTON, MASS.

FREE SAMPLE  
HOLD-FAST CLIPS  
Always

"A Daily Newspaper for the Home."

# The Christian Science MONITOR

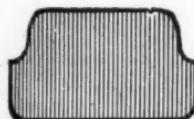
OF BOSTON, MASS.

Every Afternoon Except Sunday.

World-wide Circulation and undoubtedly the most closely read newspaper in the world. Exceptional news service, Local, National and Foreign.

New York Office: 1 Madison Ave.  
Chicago Office: 750 Peoples Gas Bldg.

Advertising rates furnished on application.



### Won't Crack or Show Finger Marks

Here is a real office convenience—celluloid tipped card index guides. Always clean, always in place. Fold over top of card and stay there. Don't crack, curl or fray.

### Celluloid Tipped Guide Cards

outlast all others. Three of the ordinary guides fail to give the service that one of ours gives. Ask your dealer for the "one piece" Celluloid Tip Guides or write for samples.

**STANDARD INDEX CARD CO.**  
701-709 Arch St., Philadelphia

## St. Joseph's Blatt

Only German Catholic weekly on the Coast, 26,000 subscribers; seven columns; 8, 10; 12 pages; yearly contracts, \$1.00 per inch.

**BENEDICTINE PRESS, Publishers**  
P. O. Box 309 PORTLAND, ORE.

## Moving Picture News

Constantly growing. Circulates round the World where Motion Pictures are used. Advertisers more than satisfied with results. Write for terms and sample copy.

**Cinematograph Publishing Company**  
30 West 13th Street -:- -:- New York

possible. If ideas don't come then—well, you are not cut out for an advertising man, that's all.

I have before me some copy written by a man who says he is green at the advertising business, and yet this man has such strong imagination that when he writes about fine butter he can see the butter before him with all its goodness. He seems to flit mentally over the fields of blue grass and clover, see the well-kept herd of Jerseys, the sanitary stables with the concrete floors, the milkmen in their clean suits, the shining pails scrubbed daily, the cubes of rich, pure butter that needs no coloring to make it yellow, wrapped in parchment after having a little fine pure salt rubbed into it. He can see how such butter delights the people who buy it and how it brings back pleasant memories and with those memories hearty appetites. With such a vision, the writing of the copy is easy.

Not all of us have such imaginations, but letting the mind dwell on the facts cannot fail to produce some copy ideas.

Some people new at the advertising business seem to think that successful work means simply writing and publishing a little "catchy" matter—overlooking the fact that often a plan with strong merchandising features must be worked out before the size, style and purpose of the advertisements can be intelligently fixed. For example, the Atlas Portland Cement people, instead of merely publishing advertisements that would explain something about Atlas Portland Cement, have prepared a number of valuable handbooks that explain how cement may be used on the farm, in the construction of cottages, dwellings of larger size, garages, etc. These books attract, and thus it becomes easier to get a great deal of effective creative advertising material in their hands. I say *creative*, for I know that these handbooks, instead of making Atlas Portland Cement fill part of the existing demand, actually increase the use of cement as a constructive material.

Rules for the formulating of trade-bringing sales plans can't be laid down. The man who can create such plans does not have to look far for openings. The latch-string is out for him on hundreds of doors.

HOUSTON HITS BACK AT STATE AND NATIONAL COMMISSIONS.

"What a pity, what an injustice it was that the profession of advertising which spends a billion dollars a year in this country had no chance to plead its case before the Lodge Senate Commission and later, but limited, representation before the Massachusetts commission, both of which blamed advertising, in part, for the high cost of living."

Herbert S. Houston, vice-president of the Doubleday Page Company, thus feelingly expressed himself in an address November 3rd, before the Advertising Men's League in New York.

"We, the workers in the field, know that the State and Federal verdict against advertising was unwarranted. There is no way in which the vast work of national selling could be so economically carried on to-day, as by advertising, which stimulates the movement of goods and which thus lowers prices.

"An interest of a billion dollars a year, and yet it had no voice before the bar of public opinion, when these investigations were carried through! In one way alone the magazines, the great national mediums, have saved great sums of money for the people; they have thrown out the advertising of the faker and the dishonest manufacturer. These miserable enterprises that would batten upon the funds of the workers of the nation have been refused admittance to the mediums which would do them the most good and the people the most harm.

"And where have they found a harborage for their advertising? *Under the one and the two cent stamps of Uncle Sam!* Is it not the greatest of injustices that the Federal mails allow mediums for wretched schemes after the Federal Government has frowned upon the magazines which have outcasted these very schemes?

"Stronger than anything else this condition of things demands a central, coherent and powerful association of men engaged in spending the one billion dollars for advertising, that workers entrusted with this vast spending power be given a strong and convincing voice where vital issues are at stake.

"We advertising men must have a powerful working national organization. The Associated Advertising Clubs are working earnestly to make themselves such an organization. I urge that every club in America, having an interest in advertising, join the larger organization to the end that it may more effectively fight for the important issues now confronting us."

## New York Herald Syndicate

### CHRISTMAS FEAT- URES

Full pages in color or black  
CHRISTMAS FICTION  
Send for sample proofs  
and prices

### TRUE TALES OF ADVENTURE

### THE WIDOW WISE

### UNCLE MUN

Full-page Sunday features.

Special Cable and Telegraph service.

Daily Matrix services—  
News, Woman's and Comics. Daily Photograph service.

For particulars apply to

### NEW YORK HERALD SYNDICATE

Herald Square, New York  
Canadian Branch:  
Desbarats Building, Montreal.

## Are You Developing Your Export Markets?

Don't let your competitor get your share of foreign trade. The AMERICAN EXPORTER service gives you all the publicity you need to cover the important markets abroad. It includes also translations, ratings, information, etc., without charge. Write for sample copies and particulars.

AMERICAN EXPORTER

137 William Street

N. Y.

Established

1877

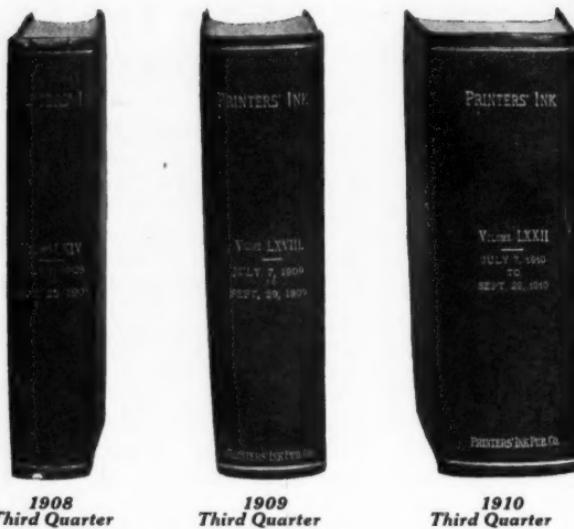


## Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN, N. B.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.



**VISUAL EVIDENCE OF THE  
AMAZING GROWTH OF  
PRINTERS' INK**

The growth of **Printers' Ink** during the past year has attracted the attention of the entire advertising world.

This growth has been along **every** line of development. Its articles cover a wide range of important subjects. The greatest advertising authorities are among its contributors.

Practically all the national advertisers, their advertising managers and their advertising agents are included among its readers. Its advertising pages are used by the leading periodicals and dailies of the United States and Canada.

**Printers' Ink** has grown in **volume** as well as in value. It is bigger and better today than ever before. And it is going to grow still bigger and still more valuable as the advertising field broadens and develops.

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**Printers' Ink Publishing Company**

NEW YORK  
CHICAGO

ST. LOUIS  
TORONTO

BOSTON  
MONTREAL

## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

### ADDRESSING MACHINES

THE WALLACE STENCIL ADDRESSING MACHINE is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. WALLACE & CO., 29 Murray St., New York City.

### ADVERTISING AGENCIES

H. W. KASTOR & SONS ADVERTISING CO., Laclede Building, St. Louis, Mo.

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

### ADVERTISING MEDIA

THE Textile Manufacturer, Charlotte, N. C., leading textile publication South. Circulation increased 50% past year.

THE BLACK Chicago-New York-Pittsburg, for 20 years the coal trades' leading DIAMOND journal. Write for rates.

THE producer of results in the Middle West, where farmers have big money, is Farm Life of Chicago. Address DEPARTMENT P. I. for sample copy and rates.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 180,000 copies per day.

REAL ADVERTISING "About Cuba." An English-Spanish Business and Agricultural monthly. P. O. Box 1078, Havana, Cuba. New York Rep., I. C. Felleman, 18 Broadway.

### BILLPOSTING

FRED PEEL, official representative, THE ASSOCIATED BILLPOSTERS OF UNITED STATES and CANADA, Times Building, New York City. Send for estimates.

**8¢ Posts RI.**

Listed and Guaranteed Showing. Good Locations. Mostly individual boards. Write for open dates. Standard Adv. Agency. Providence R. I. ....

### BUSINESS OPPORTUNITIES

**\$6,000.00** cash available for first payment on evening Republican or Independent daily newspaper property; middle west location preferred; will consider half interest. Buyer is experienced and has best references. Proposition No. 62. C. M. PALMER, Newspaper Broker, 277 Broadway, New York.

MAKING converts to actual advertising is the serious business of my life. I find this is best done by getting into the hands of a half-hearted believer some bit of "Doings" good enough to surprise him with its power to attract inquiries from hitherto "air-tight" sources. Of course, people considerably less sagacious than YOU I must mean by "air-tight." FRANCIS I. MAULE, 401 Sansom Street, Philadelphia.

### ENGRAVING

PERFECT copper half-tones, 1 col., \$1; larger 10c. per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.

### FOR SALE

MONTHLY PUBLICATION FOR SALE. Splendid field. Ten thousand live names to start subscription list. Will sell for what it costs me to get out two issues—\$475.00. Couple years' earnest work will make gold mine out of this. Address "ALGONQUIN," Printers' Ink.

FOR SALE.—All or controlling interest in afternoon Associated Press daily with Sunday morning issue, in rapidly growing Western city of **80,000**. Requires only **\$50,000** cash. Greatest chance in America to-day. Communications will not be answered unless satisfactory references as to financial ability are given in first letter. Address "WESTERN," care of Printers' Ink.

### HELP WANTED

WANTED—By Advertising Agency in the South, good copy writer and to assist in planning campaigns. Desire a man who is experienced with big agency. Will offer good proposition—good salary, or interest in the business. Address "ESTABLISHED," care Printers' Ink, New York City.

WANTED—Editor for retail paint dealers' journal, man with experience on mercantile paper. We want a hustler with ideas. This is a golden opportunity for a young man who can deliver. Give experience in detail, age, and salary expected. Address, L. B. MACKENZIE, No. 1 Park Row, Chicago.

**A**SSISTANT ADVERTISING MANAGER wanted by large office appliance manufacturing concern. Young man who can write good gingery matter for two house organs and do special service work. Give complete information regarding past experience in first letter, submit photo and samples of work along lines mentioned. Address, ADVERTISING MANAGER, P. O. Box No. 177, Cleveland, Ohio.

**POSITIONS OPEN** in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

#### INFORMATION AND ILLUSTRATIONS

**ASK** THE SEARCH-LIGHT  
Anything You Want to Know.  
341 Fifth Avenue, New York.

#### LISTS

**NAMES FOR SALE**—We have 3500 names of heads of families in Orangeburg County. List just compiled at great expense and guaranteed correct. Sent postpaid for \$20.00. SIMS ADVERTISING AGENCY, Orangeburg, S. C.

#### POSITIONS WANTED

**POSITION WANTED** as Advertising or Business Manager of established publication. Sixteen years' thorough experience in largest cities in the United States. See page 65 Printer's Ink of Oct. 20th. "SACKETT," Printers' Ink

**WE WANT** two first class publications to represent in New York territory. BAREMORE & RYAN, 110 West 34th Street, New York.

#### Space Salesman

I am a successful space salesman. I can make money for the right proposition. "Producer," 69 Journal Building, Boston, Mass.

**YOUNG WOMAN** desires position; for past eight years secretary and stenographer to very live advertising manager, also having charge of office making engravings, etc. Thoroughly conversant with all details of busy advertising department; exceptionally competent and business-like. "Brooks," care Printers' Ink.

**VERSATILE** advertising man wants position. Ten years' advertising and selling experience. Strong "copy" writer. A man of fine judgment and executive ability; valuable to either agency, manufacturer or publication requiring creative advertising man. Known techniques of business thoroughly. Location immaterial. Age not yet 30. Write "C. S. K.," care Printers' Ink.

**CIRCULATION** Manager with eight years' experience desires to get into communication with live daily in need of competent man to take charge of department. I am a young man and want to locate in field of greater possibilities than that which I am in now. Am a systematizer. Have thorough knowledge of premiums and circulation schemes. Been with three leading newspapers in the country. With present employer six years. Give best references. Address "H. A. H.," care Printers' Ink.

**YOUNG MAN** whose letters are netting an income to him of \$2,500.00 a year, desire to make a change before the first of the year. Can handle any proposition where the sales-letter is used, matters not how hard a proposition you have to sell. At present state manager for a large Southern financial institution whose endorsement will go with the man. Will take your proposition at \$2,000 a year and show you 100% on your investment. Liquor and wild-cat schemes stay off. Address L. B. WILLIAMSON, 19 Chamber of Commerce, Richmond, Virginia.

#### PRESS CLIPPING

**MANHATTAN** Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

**ROMEIKE'S** PRESS CLIPPING BUREAU, 110-112 West 26th Street, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

#### PRINTING

**GENERAL PRINTING, CATALOGUE and BOOKLET WORK.**—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. WINTHROP PRESS, 419 Lafayette St., N. Y.

## THE WILLIAMS PRINTERY :: :

### Typographic Service

Telephone 2693 Madison

131 West 28th St., New York

## PRINTERS' INK

*makes a special price on several subscriptions received from one firm : : : :*

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## ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

### ALABAMA

**Birmingham, *Ledger*, dy.** Average for 1909, **20,828**. Best advertising medium in Alabama.

**Montgomery, *Advertiser*, net average June, 1910, **17,660** dy.; **22,335** Sun.** Carries more foreign advertising than other Ala. newspaper. Best results.

**Montgomery, *Journal*, dy.** Aver. 1909, **10,170**. The afternoon home newspaper of its city.

### COLORADO

**Denver, *Post***, has a paid cir. greater than that of any two other daily newspapers pub. in Denver or Colorado. Average cir., 1909, **61,088**.

■ The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

### CONNECTICUT

**Bridgeport, *Morning Telegram*, daily average for June, 1910, sworn, **13,355**.** You can cover Bridgeport by using *Telegram* only. Rate 1½c. per line flat.

**Meriden, *Journal*, evening.** Actual average for 1908, **7,138**; average for 1909, **7,759**.

**Meriden, *Morning Record & Republican*.** Daily aver. 1908, **7,729**; 1909, **7,789**.

**New Haven, *Evening Register*, daily.** Aver. for 1909 (sworn) **17,109** daily av.; **23,229**, 5c. Largest and best circulation in New Haven.

**New Haven, *Union*.** Average year, 1909, **18,647**. E. Katz, Special Agent, N. Y.

**New London, *Day*, ev'g.** Average 1909, **6,736**. Fills rich, prosperous field.

**Norwalk, *Evening Hour*.** Average circulation exceeds **3,800**. Carries half page of wants.

**Watertown, *Republican*.** Average for 1909, **6,681**; Sunday, **7,031**.

**Watertown, *Herald*, Sundays.** Average circulation for 1909, **13,387** net paid.

### DISTRICT OF COLUMBIA

**Washington, *Evening Star*, daily and Sunday.** Daily aver., month of Sept., 1910, **51,792** (©©).

### FLORIDA

**Jacksonville, *Metropolis*.** Average, 1st 6 mos., 1910, **18,760**. E. Katz, Special Agent, N. Y.

**Jacksonville, *Times-Union*.** Average month of May, 1910, Sunday, **26,644**; daily, **20,633**. Benjamin Kentor Co., N. Y. Chi. Sp. A.

### ILLINOIS

**Champaign, *News*.** Leading paper in field. Average first five months, 1910, **5,161**.

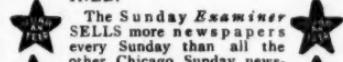
**Joliet, *Herald*, evening and Sunday morning.** Average for 1909, **6,836**.

**Peoria, *Evening Star*.** Circulation for 1909, **20,374**.

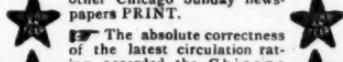


**Chicago, *Examiner*, average**

1909, Sunday, **604,618**, Daily **181,324**, net paid. The Daily *Examiner* guarantees advertisers a larger city circulation, including carrier home delivery, than all the other Chicago morning newspapers COM-  
INED.



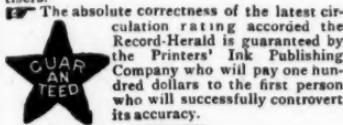
The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.



■ The absolute correctness of the latest circulation rating accorded the *Chicago Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.



**Chicago, *Record-Herald*.** Average 1909, daily net paid, **159,176**; Sunday net paid, **193,831**. Daily, two cents Sunday, five cents. The home newspaper of the Mid West. Circulation and advertising books open to all advertisers.



■ The absolute correctness of the latest circulation rating accorded the *Record-Herald* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

**Sterling, *Evening Gazette*, average circulation for 1908, **4,409**; 1909, **6,123**.**

### INDIANA

**Evansville, *Journal-News*.** Average, 1909, **11,945**. E. Katz, S. A., N. Y.

**Princeton, *Clarion-News*, daily and weekly.** Daily average, 1909, **1,705**; weekly, **2,676**.

**South Bend, *Tribune*.** Sworn average Aug. 1910, **11,462**. Best in Northern Indiana.

### IOWA

**Burlington, *Hawk-Eye*, daily.** Average 1909, **9,180**. "All paid in advance."

**Davenport, *Times*.** Daily av. Oct., '10, **18,853**. Circulation in City or total guaranteed greater than any other paper or no pay for space.

**Dubuque, Times-Journal**, morn. and eve. Pd. in advance July 20, 1910; dy. **9,022**; Sun. **11,426**.

**Washington, Eve. Journal**. Only daily in county. **3,009** subscribers. All good people.

**Waterloo, Evening Courier**, 52nd year; net av. June, '09-June, '10, **6,291**. Waterloo pop., 27,000.

#### KENTUCKY

**Lexington, Herald**. D. av., '09, **6,872**. Sunday, **7,802**. Week day, **6,697**. "When you advertise in *Lexington Herald*, you cover Central Kent'cky."

**Louisville, The Times**, evening daily, average for 1909 net paid **45,488**.

#### MAINE

**Augusta, Kennebec Journal**, daily average 1909, **9,168**. Largest and best cir. in Cent. Me.

**Bangor, Commercial**. Average for 1909, daily **9,923**; weekly, **27,765**.

**Lewiston, Sun**. Daily average year ending, Sept., 1910, **5,241**; Sept., 1910, av., **5,886**.

**Portland, Evening Express**. Average for 1909, daily **15,219**. Sunday *Telegram*, **10,506**.

#### MARYLAND

**Baltimore, American**. Daily aver. 1st 6 mos., '10, **79,284**; Sun., **102,476**. No return privilege.

**Baltimore, News**, daily. News Publishing Company. Average 1909, **85,416**. For Oct., 1910, **91,900**.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

#### MASSACHUSETTS

**Boston, Evening Transcript** (©©). Boston's tea table paper. Largest amount of week day ad.



**Boston, Globe**. Average circulation.

Daily (2 cents a copy)  
1909, **150,278**; Gain, **3,981**

Sunday  
1909, **323,069**; Gain, **8,279**

Advertising Totals: 1909, **7,335,279** lines  
Gain, 1909, **466,579** lines

**3,604,359** more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1909, to December 31, 1909.



**Human Life**, The Magazine About People. Guarantees and proves over **150,000** copies m'thly

**Fall River, Globe**. The clean home paper. Best paper. Largest cir. Actual daily av. 1909, **7,683**.

**Lawrence, Telegram**, evening, 1909 av. **8,888**. Best paper and largest circulation in its field.

**Lynn, Evening Item**. Daily sworn av. 1907, **16,522**; 1908, **16,396**; 1909, **16,559**. Two cents. Lynn's family paper. Circulation far exceeds any Lynn paper in quantity or quality.

**Salem, Evening News**. Actual daily average for 1909, **18,574**.

**Worcester, Gazette**, evening. Av. '09, **16,775**; first 6 mos. '10, **17,424**. Largest ev'g circulation.

**Worcester, L'Opinion Publique**, daily (©©). The only Gold Marie French daily in the U. S.

## Boston Post's GREATEST October

AVERAGE OCTOBER, 1910

### The Sunday Post

**275,055**

Gain of 19,234 Copies  
Per Sunday over October, 1909

### The Daily Post

**342,723**

Gain of 45,991 Copies  
Per day over October, 1909

#### MICHIGAN

**Detroit, Michigan Farmer**. Read by all Michigan farmers. Ask any advertiser. **\$0,000**.

★ **Jackson, Patriot**, Aver. Aug., 1910, daily **10,740**; Sunday **11,868**. Greatest circulation.

#### MINNESOTA

**Minneapolis, Farmers' Tribune**, twice-a-week. W. J. Murphy, publisher. Aver. for 6 months, 1910, (to July 1), **23,806**.

#### CIRCULATION

**Minneapolis, Tribune**, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for eight months ending Aug. 31, 1910, **90,195**. Average circulation of Sunday *Tribune* by Printers' Ink Publishing Company for same period, **80,062**.

**Minneapolis, Farm, Stock and Home**, semi-monthly. Actual average for six months ending June 30, 1910, **103,916**.

The absolute accuracy of *Farm, Stock & Home*'s circulation rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.



Minneapolis, *Journal*, Daily and Sunday (OO). In 1909 average daily circulation evening only, 73,139. In 1909 average Sunday circulation, 74,396. Daily average circulation for Oct., 1910, evening only, 78,632. Average Sunday circulation for Oct., 1910, 81,262. (Jan. 1, 1908, subscription rates were raised from \$4.50 to \$6.00 per year cash in advance. The Journal's circulation is absolutely guaranteed by the Printers' Ink Publishing Company. It goes into more homes than any other paper in its field.

Minneapolis, *Svenske Amerikanska Posten*, Swan J. Turnblad, pub. Av. 1909, 64,455. A.A.A.

### MISSISSIPPI

Biloxi and Gulfport, *Herald*, evening, Daily circulation for 1909, 1,109; January, 1910, 1,282.

### MISSOURI

Joplin, *Globe*, daily. Average, 1909, 16,115. E. Katz, Special Agent, N. Y.

St. Joseph, *New-Press*. Circulation, 1909, 38,832. Smith & Budd Company, Eastern Reps.

St. Louis, *National Druggist* (OO). Mo. Henry R. Strong, Editor and Publisher. Average for 1909, 9,084. Eastern office, 508 Tribune Bldg.

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1909, 119,063.

### NEBRASKA

Lincoln, *Deutsch-Amerikaner Farmer* weekly. 142,308 for year ending Dec. 31, 1909.

Lincoln, *Free Press*, weekly. Average year ending Dec. 31, 1909, 143,054.

### NEW JERSEY

Camden, *Daily Courier*. Actual average for year ending December 31, 1909, 9,142.

Jersey City, *Jersey Journal*. Average for 1909, 24,196. Last three months 1909, 24,686.

Newark, *Evening News*. Largest circulation of any newspaper in New Jersey.

Trenton, *Evening Times*. Ave. 1c—107, 20,270; '08, 21,320; 2c—109, 19,062; March, '10, 20,265.

### NEW YORK

Albany, *Evening Journal*. Daily average for 1909, 16,951. It's the leading paper.

Brooklyn, N. Y. Printers' Ink says The Standard Union now has the largest circulation Brooklyn. Daily average for year 1909, 52,900.

Buffalo, *Courier*, morn. Average, Sunday, 86,737, daily, 46,286; *Enquirer*, evening, 26,896.

Buffalo, *Evening News*. Daily average for 1909, 54,848; 1908, 54,033; 1909, 54,307.

Gloversville and Johnstown, N. Y. *The Morning Herald*. Daily average for 1909, 5,636.

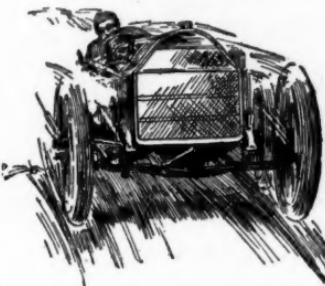
Mount Vernon, *Argus*, eve. Daily av. cir. year ending Dec. 31, 1909, 4,931. Only daily here.

Newburgh, *Daily News*, evening. Average circulation entire year, 1909, 8,718. Circulates throughout Hudson Valley. Examined and certified by A.A.A.

### NEW YORK CITY

*Army and Navy Journal*. Est. 1863. Weekly average, first four months, 1910, 10,999.

*Baker's Review*, monthly. W. R. Gregory Co., publishers. Actual average for 1909, 7,666.



# FIRST

In the Automobile and Accessory Fields are

## THE AUTOMOBILE AND MOTOR AGE

A combined circulation of 37,000 weekly. "Motor Age," published at 1200 Michigan Ave., Chicago — "The Automobile," published at 231-241 West 39th St., New York

*Clipper*, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Average for 1909, 25,903 (OO).

*Leslie's Weekly*, 225 Fifth Avenue, Leslie-Judge Co. Over 250,000 guaranteed.

*The Tea and Coffee Trade Journal*. Average circulation for 12 months to January 1, 1910, 6,841; August, 1909 issue, 20,000.

*The World*. Actual average, 1909, Morning, 360,503. Evening, 399,669. Sunday, 460,906.

*Poughkeepsie Star*, evening. Daily average year, 1909, 5,013; first six months, 1910, 5,460.

*Schenectady Gazette*, daily. A. N. Liecty. Actual Average for 1909, 17,470; for Aug., 1910, 20,454. Benjamin & Kentnor, 225 Fifth Ave., New York; Boyce Building, Chicago.

*Schenectady Star*. Average July, Aug., Sept., 14,271. Shefield Sp. Ag'cy, Tribune Bldg., N. Y.

*Syracuse Evening Herald*, daily. Herald Co., pub. Aver. 1909, daily 32,458; Sunday, 49,922.

*Troy Record*. Average circulation 1909, 21,320. Only paper in city which has permitted A. A. examination, and made public the report.

*Utica, National Electrical Contractor*, mo. Average for 1909, 2,585.

*Utica Press*, daily. Otto A. Meyer, publisher. Average for year ending Dec. 31, 1909, 18,117.

### NORTH CAROLINA

*Asheville Gazette-News*. Average, '09, 5,648. Asheville's leading paper. Only aft. paper in Western North Carolina with Associated Press.

**Charlotte, N.C.** Evening and Sunday Aver., 1909, 7,366. Leads all evening papers in two Carolinas in circulation and advertising.

**NORTH DAKOTA**  
Grand Forks, *Normandien*. Norwegian weekly. Actual average for 1909, 9,480.

**OHIO**  
Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1909: Daily, 80,938; Sunday, 103,686. For Oct., 1910, 91,999 daily; Sunday, 118,500.

**Columbus, Midland Druggist and Pharmaceutical Review**, 43rd annual volume. Best medium for reaching druggists of the Central States

**Youngstown, Vindicator**. D'y av., '09, 15,338; LaCoste & Maxwell, N. Y. & Chicago.

**OKLAHOMA**  
Oklahoma City, *The Oklahoman*. Sept., 34,972 week day, 40,704 Sunday. E. Katz, Agent, N.Y.

**OREGON**  
Portland, *The Evening Telegram* is in its 34th year. Owns exclusive Associated Press afternoon franchise. It printed 179 more PAGES of local mercantile advertising than its nearest afternoon contemporary. For the first six months of 1910 it shows a gain over the corresponding six months of last year of 31,831 inches, 1,217 of it in the foreign field and 6,440 in the classified. Sworn average circulation for June, 39,962.

**Portland, The Oregonian** (©). Sept., average circulation, Sundays, 58,288; Daily, 46,369. For 50 years the great newspaper of the Pacific Northwest. More circulation, and carries more foreign, more local, and more classified advertising than any other Oregon newspaper.

**PENNSYLVANIA**  
Erie, *Times*, daily, 21,474 av., 1st 9 mos., 1910. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N.Y.

**Harrisburg, Telegraph**. Sworn average Oct., 1910, 18,126. Largest paid circulation in Harrisburg or no pay. Shannon, N. Y.: Allen & Ward, Chicago.

**Johnstown, Tribune**. Average for 12 mos. 1909, 13,467. July, 1910, 13,465. Only evening paper in Johnstown.

Only one agricultural paper in the United States—the FARM JOURNAL of Philadelphia—has been awarded all four of PRINTERS' INK's distinguishing marks—Roll of Honor, Guarantee Star, Sugar Bowl and Gold Mark (©). The FARM JOURNAL is in the Roll of Honor because it tells the truth about its circulation; has the Star because it guarantees its circulation; received the Sugar Bowl because PRINTERS' INK's investigation proved it to be the best agricultural paper; was awarded the Gold Marks because advertisers value it more for quality than quantity.

**Philadelphia, The Press** (©) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for Sept., 1910, 80,688; the Sunday *Press*, 156,052.

**Philadelphia, Confectioners' Journal**, mo. Average 1908, 8,517; 1909, 8,622 (©).

## In Philadelphia It's The Bulletin

Net Daily Average for September, 1910

# 230,307

COPIES A DAY

A copy for nearly every Philadelphia home.

"THE BULLETIN" circulation figures are net: all damaged, unsold, free and returned copies have been omitted.

**WILLIAM L. McLEAN, Pub.**

Chicago Office,  
J. E. Verree, Steger Bldg.  
New York Office,  
Dan A. Carroll, Tribune Bldg.

**Chester, Times**, ev'g d'y. Average 1909, 7,788. N.Y. office, 225 5th Ave. F. R. Northrop, Mgr.

**Washington, Reporter and Observer**, eve. and morn. Circulation for June, 1910, 12,565.

**West Chester, Local News**, daily, W. H. Hodgson. Aver. for 1909, 18,860. In its 36th year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

**Wilkes-Barre, Times-Leader**, evening; daily next cir. first 6 months, 1910, 27,276, guaranteed.

**York, Dispatch and Daily**. Average for 1909, 20,015.

## RHODE ISLAND

**Pawtucket Evening Times**. Average circulation 12 mos. ending June 30, '10, 19,482—sworn.

**Providence, Daily Journal**. Average for 1909, 21,854 (©). Sunday, 28,136 (©). *Evening Bulletin*, 65,991 average 1909.

**Westerly, Daily Sun**, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1909, 8,237.

## SOUTH CAROLINA

**Charleston, Evening Post**. Evening. Actual daily average 1909, 8,311. July, 1910, 8,984.

**Columbia, State**. Actual average for twelve months, 1909, daily (©) 14,436, Sunday (©) 14,989.

**Spartanburg, Herald**. Actual daily average for first nine months, 1910, 2,718.

## TENNESSEE

**Nashville, Banner**, daily. Average for year 1907, 36,206; for 1908, 36,856; for 1909, 40,066.

## TEXAS

**El Paso, Herald**, June, 1910, 11,602. Only El Paso paper examined by A. A. A.

## VERMONT

**Barre, Times**, daily. F. E. Langley. Av. 1909, 5,251. 1st 4 mos., '10, 5,718. Examined by A. A. A.

Burlington, *Free Press*. Daily average for 1909, **8,773**. Largest city and State circulation. Examined by Association of Amer. Advertisers.

Montpelier, *Argus*, dy., av. 1909, **3,848**. Only Montpelier paper examined by the A. A. A.

St. Albans, *Messenger*, daily. Average for 1909, **3,184**. Examined by A. A. A.

#### VIRGINIA

Danville, *The Bee*. Aver. Sept., 1910, **6,045**; Oct, **6,064**. Largest circ'ation. Only eve. paper.

#### WASHINGTON

Seattle, *The Seattle Times* (P.G.) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its Dec. '09, cir. of **64,246** daily, **84,382** Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. In 1909 *Times* beat its nearest competitor **2,766,064** lines.

Tacoma, *Ledger*. Average 1909, daily, **18,798**. Sunday, **26,158**.

Tacoma, *News*. Average for year, 1909, **18,859**.

#### WISCONSIN

Janesville, *Gazette*. Daily average, Sept., 1910, daily, **5,972**; semi-weekly, **1,814**.

Madison, *State Journal*, daily. Actual average for Jan., 1910, **6,960**.

Milwaukee, *The Evening Wisconsin*, daily. Average daily circulation from April to Sept., 1910, **41,144**. Gain over April and May, 1909, **8,785** daily. A paper with the quantity as well as the quality circulation. It covers the city of Milwaukee and the State of Wisconsin like a blanket. It has proven its productive value to the advertiser. Chas. H. Eddy, Foreign Representative, 1 Madison Avenue, New York, 150 Michigan Ave., Chicago (Robt. J. Virtue, Mgr.).

 **GUAR  
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TEED**

Milwaukee, *The Milwaukee Journal*, (evening daily). Average in Sept., 1910, **62,704**; gain over Sept., 1909, **2,920** daily; average for 12 mos., **61,802** daily. Covers over 60% of Milwaukee homes. Supreme in classified and display advertising. Rate 7 cents flat.

Oshkosh, *Northwestern*, daily. Average for Dec., 1909, **9,801**. Examined by A. A. A.

Racine, *Daily Journal*. July, 1910, circulation, **8,185**. Statement filed with A. A. A.



#### The WISCONSIN AGRICULTURIST

Racine, Wis., Established, 1877. Actual weekly average for year ended Dec. 31, 1909, **60,686**. Larger circulation in Wisconsin than any other paper. Adv. **\$4.30** an inch. N. Y. Office. W. C. Richardson, Mgr.

#### WYOMING

Cheyenne, *Tribune*. Actual net average year, 1909, daily, **5,125**; semi-weekly, **4,994**.

#### MANITOBA, CAN.

Winnipeg, *Free Press*, daily and weekly. Average for 1909, daily, **40,990**; daily Sept., 1910, **47,874**; weekly 1909, **27,000**; Sept., 1910, **26,997**.

Winnipeg, *Der Nordwesten*, Canada's National German weekly. Av. 1909, **12,162**. Rates 50c. in.

Winnipeg, *Telegram*, dy. av. Sept. '10, **33,098**, (Saturday av., **37,287**). Farmers' Weekly, same period, **30,000**.

#### QUEBEC, CAN.

Montreal, *La Presse*. Daily average for September, 1910, **97,638**. Largest in Canada.

## TO BE SURE OF GETTING Bound Volumes of PRINTERS' INK for 1911

you must make your reservation without delay. Only a limited edition is bound each year.

PRINTERS' INK in bound form is an everlasting business treasure trove.

Price \$2.00 each—four volumes to the year.

PRINTERS' INK PUBLISHING CO.,  
12 WEST 31ST STREET,  
NEW YORK.

## The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

### COLORADO

THE Denver Post prints more paid Want Advertisements than all the newspapers in Colorado combined.

### DISTRICT OF COLUMBIA

THE Evening and Sunday Star, Washington, D. C. (©), carries double the number of Want Ads of any other paper. Rate 1c. a word.

### ILLINOIS

THE Chicago Examiner with its 650,000 Sunday circulation and 175,000 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the Post-office Review, and that's why the *Daily News* is Chicago's "want ad" directory.

### INDIANA

#### THE INDIANAPOLIS STAR

Rate One Cent Per Word.

Circulation 75,000

#### ONLY SUNDAY PAPER IN INDIANAPOLIS

Publishes more classified advertising than any paper in Indiana. It will be to your advantage to mention this paper.

**The Indianapolis Star**  
INDIANAPOLIS, IND.

### MAINE

THE Evening Express and Sunday Telegram carry more Want Ads than all other Portland papers combined.

### MARYLAND

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

### MASSACHUSETTS

THE Boston Evening Transcript is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.

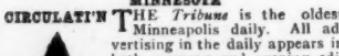


THE Boston Globe, daily and Sunday, for the first eight months of 1910 printed a total of 318,884 paid want ads; a gain of 14,117 over 1909, and 230,809 more than were printed by any other Boston newspaper.



### MINNESOTA

CIRCULATION THE Tribune is the oldest Minneapolis daily. All advertising in the daily appears in both morning and evening editions for the one charge. The Tribune printed during the 7 mos. ended Aug. 1, 1910, 1,490,825 lines of classified advertising. Rates 1 cent a word, cash with order; or 10 cents a line, where charged by Printers' Ink Pub. Co. — daily or Sunday.



THE Minneapolis Tribune is the recognized Want Ad Medium of Minneapolis.

THE Minneapolis Journal, daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price.

Classified wants printed in Oct., 1910, amounted to 224,673 lines; the number of individual ads published were 29,835. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.

© ©

### MISSOURI

THE Joplin Globe carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

### MONTANA

THE Anaconda Standard, Montana's best newspaper. Want Ads, 1c. per word. Circulation for 1909, 11,364 daily; 16,422 Sunday.

### NEW JERSEY

THE Jersey City Jersey Journal leads all other Hudson County newspapers in the number of Classified Ads carried. It exceeds because advertisers get prompt results.

### NEW YORK

THE Albany Evening Journal, Eastern N.Y.'s best paper for Wants and Classified Ads.

THE Buffalo Evening News is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

THE Argus, Mount Vernon's only daily. Greatest Want Ad Medium in Westchester County.

### OHIO

THE Youngstown Vindicator—Leading Want Medium. 1c. per word. Largest circulation.

### OKLAHOMA

THE Oklahoman, Okla. City, 35,905. Publishes more Wants than any 7 Okla. competitors.

### PENNSYLVANIA

THE Chester, Pa., Times carries from two to five times more Classified Ads than any other paper. Greatest circulation.

### SOUTH DAKOTA

THE Aberdeen Daily American—the popular Want Ad medium of the Dakotas.

### UTAH

THE Salt Lake Tribune—Get results—Want Ad Medium for Utah, Idaho and Nevada.

### CANADA

THE Evening Citizen, Ottawa, the Capital of Canada, prints more want ads than all other Ottawa papers combined, and has done so for years. One cent a word.

# (O) Gold Mark Papers (O)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

## ALABAMA

The Mobile Register (O). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

Everybody in Washington SUBSCRIBES to The Evening and Sunday Star. Daily average, September, 1910, 51,792 (O).

## GEORGIA

Atlanta Constitution (O). Now as always, the Quality Medium of Georgia

## ILLINOIS

Bakers' Helper (O), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Island Printer, Chicago (O). Actual average circulation for 1909-10, 16,902.

## KENTUCKY

Louisville Courier-Journal (O). Best paper in city; read by best people.

## MAINE

Lewiston Evening Journal, daily, average for 1909, 7,821; weekly, 17,698 (O); 1,445 increase daily over last year.

## MASSACHUSETTS

Boston, America's Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (O).

Boston Evening Transcript (O), established 1820. The only gold mark daily in Boston.

Boston, Textile World Record (O). Reaches the textile mills. 6,000 guaranteed circulation.

Worcester L'Opinion Publique (O). Only French paper among 75,000 French population.

## MINNESOTA

The Minneapolis Journal (O). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

## THE NORTHWESTERN MILLER

(O) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (O).

## NEW YORK

Army and Navy Journal, (O). First in its class in circulation, influence and prestige.

Brooklyn Eagle (O) is THE advertising medium of Brooklyn.

Century Magazine (O). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (O), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (O). A consolidation of "Street Railway Journal" and "Electric Railway Review." Covers thoroughly the electric railway interests of the world. McGRAW PUBLISHING COMPANY.

Electrical World (O) established 1874. The leading electrical journal of the world. Average first quarter, 1910, 19,116 weekly. McGraw Publishing Co.

Engineering Record (O). The most progressive civil engineering journal in the world. Circulation averages over 15,000 per week. McGRAW PUBLISHING COMPANY.

Engineering News (O). Established 1874. The leading engineering paper in the world. Av. circulation over 17,500 weekly.

Hardware Dealers' Magazine (O). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 283 Broadway, New York City.

The Evening Post (O). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

New York Herald (O). Whoever mentions America's leading newspapers mentions the New York Herald first.

Scientific American (O) has the largest circulation of any technical paper in the world.

The New York Times has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (O), daily and Sunday, Daily, now one cent—the best for the least.

## OREGON

Better Fruit, (O) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

The Oregonian, (O), established 1861. The great newspaper of the Pacific Northwest.

## PENNSYLVANIA

The Press (O) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. February, 1910, sworn net average, Daily, 85,054; Sunday, 163,995.

## THE PITTSBURG DISPATCH (O)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

## RHODE ISLAND

Providence Journal (O), a conservative enterprising newspaper without a single rival.

## SOUTH CAROLINA

The State (O), Columbia, S. C. Highest quality, largest circulation in South Carolina.

## TENNESSEE

The Memphis Commercial-Appeal (O) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 52,000; Sunday, over 80,000; weekly, over 93,000.

## VIRGINIA

Norfolk Landmark (O). Oldest and most influential paper in tidewater.

## WASHINGTON

The Seattle Times (O) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

The Milwaukee Evening Wisconsin (O), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

## CANADA

The Halifax Herald (O) and The Evening Mail. Circulation 18,765, flat rate.

## Business Going Out

After considering the use of newspapers for the advertising of the Ingersoll watches, R. H. Ingersoll & Bro. have decided not to take them up this year except in a few isolated instances where contracts have already been made. Plans for the use of newspapers generally have been laid over until next year.

The Allen Agency, 45 West 34th street, New York, is preparing a general list of mediums for Borden's Condensed Milk Company. Plans are being made to use standard magazines, women's publications, farm and trade papers, and newspapers generally.

The H. E. Lesan Agency is sending out 1,500-line orders for the Columbia Division of the United States Motor Company to a large number of cities. The advertisement is an announcement of 1911 models preliminary to a broader campaign.

In addition to the magazine appropriation the Pacific Mills are using a list of metropolitan dailies. The account is placed by the F. P. Shumway Company.

All of the Riker-Jaynes advertising for their chain of drug stores is being handled by the C. Brewer Smith Agency, 85 Devonshire street, Boston. Copy running as large as four pages is used in daily newspapers in cities where they have stores.

The "Mum" advertising, which was created by the F. Wallis Armstrong Company, five years ago, is being sent out by this agency to a number of leading magazines.

One of the best new newspaper accounts of the year in New England has been developed by Wood, Putnam & Wood. It is that of Kidder, Peabody & Co., Boston's leading banking house. A large list of daily newspapers through New England is being used and contracts have gone out for ten inches, twice a week, for one year.

This agency is also handling the appropriation of the Corbin Motor Vehicle Company, New Britain, Conn. Contracts are made with leading magazines for several pages to be used within a year.

Contracts are going out also through Wood, Putnam & Wood to a list of general publications for the advertising of the *Children's Hour*, large copy being used. This is the juvenile publication of Houghton, Mifflin & Co.

The Nelson-Chesman Agency is sending out copy for fifty-two insertions in Texas papers, daily and Sunday issues, for Dr. J. W. Kidd, of Fort Wayne, Ind. In this copy the name of the firm is changed to Bertha C. Day.

F. A. Hornbeck, Land Commissioner, Kansas City, Mexico & Orient Railway, Kansas City, is sending out orders through the Kansas City office of H. W. Kastor & Sons to a big list of standard magazines, metropolitan dailies and a few farm papers, advertising land and industrial openings along the K. C., M. & O. Railroad. Copy measuring 375, 250 and 50 lines is being used.

The Sure Hatch Incubator Company, Fremont, Neb., has inaugurated a campaign in a list of agricultural papers published in the Middle West and South, and a few mail-order papers. The business is being placed through the St. Louis office of the J. Walter Thompson Company.

The D'Arcy Advertising Company, St. Louis, is sending out copy and orders to a small list of farm papers and high-grade mail-order papers for the Coca-Cola Company. Forty-five-line display copy is being ordered, till forbid.

The Actina Appliance Company, Kansas City, is sending out renewal orders to a list of mail-order papers, religious publications, and a few magazines. Seventy-line display copy is being ordered to H. W. Kastor & Sons' Kansas City office is handling the business.

The Sapa Chemical Company, St. Louis, is sending out orders to a big list of metropolitan dailies through H. W. Kastor & Sons, same city. Eighty-four lines display is being used in Sunday editions of dailies.

The Meyers-Boyd Commission Company, St. Louis, is using a selected list of farm papers and weekly newspapers published in the Northwest, Middle West and South, advertising for furs and skins. Orders are going out through the St. Louis office of the Chas. H. Fuller Company.

The Read Drug & Chemical Company is making up lists for a territorial newspaper campaign in a few New York State towns. The campaign is being planned and executed by The Coupe & Wilcox Company, 261 Broadway, New York.

The Manufacturers Outlet Company, Providence, R. I., is using mail-order publications through the Standish Advertising Agency, of the same city.

The Abbott Motor Car Company, of Chicago, is making contracts for 2,500 lines in south western papers through the Fuller Agency.

Farm papers are to be used by the Chicago Fertilizer and Chemical Works, a new account created by the George Batten Company.

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The Ernest Goulston Agency is placing the mail-order advertising of the Empire Furniture Company, New York, Sunday papers are also being used.

The Boston office of the George Batton Company is handling an appropriation for the advertising of "Allecotine" in New England cities. This is a high-grade medicinal preparation recommended extensively by physicians.

Renewal orders for the Delavau's Remedy Company advertising are going out to a number of newspapers through the F. Wallis Armstrong Company.

The H. B. Humphrey Company is sending out orders to a list of agricultural and general mediums for the advertising of the Plymouth Rock Squab Company.

Julius Kayser, of New York, is now making contracts, for spring advertising to start about April 1st, through the W. L. Houghton Agency. The business will run about 5,000 lines.

James P. Smith, 90 Hudson street, New York, is making contracts through the W. F. Simpson Agency, of 41 Park Row, with New York City papers only, for copy on Robinson's Patent Barley.

J. W. Morgan, 44 East 23d street, is placing orders for 504 lines, two insertions, on behalf of the Butterick Publishing Company for their new magazine, *Adventure*.

Sir Hiram Maxim, Tribune Building, New York, is taking up a few cities for a patented inhaler. The Morse International Agency is placing the contracts.

The Siegfried Company, 30 Church street, is placing, in Pennsylvania papers, orders for the National Hardwood Company, of the same address.

The B. F. Sturtevant Company, Hyde Park, Mass., is using a small list of general publications to advertise a vacuum cleaner. Page copy is used and the business is placed by the Cowen Agency, John Hancock Building, Boston.

Wood, Putnam & Wood are handling the advertising of Curtis & Cameron, manufacturers of Copley Prints. Quarter-page copy is used in general magazines.

This agency is also contracting for back covers in magazines for the advertising of the United Drug Company. Three-color covers are used for the Rexall Hair Tonic advertising.

Half-page copy is going out from the H. E. Lesan Agency for the Brush Runabout Company.

H. W. Kastor & Sons, Chicago and St. Louis, are conducting a campaign in a big list of standard magazines and a few high-class weeklies, for the Grabowsky Power Wagon Company, Detroit, Mich., advertising commercial motor-trucks. One-half page display copy is being used.

The Mahin Agency, Chicago, is placing in Southwestern papers new orders for Dr. W. O. Coffee, of 213 Tenth street, Des Moines.

Among the accounts now being placed by the Collin Armstrong Company are the following: Emily Pratt Gould, "Pullman gowns"; Enos Manufacturing Company, lighting fixtures; Le Bihan, umbrellas; and the Manhattan Dye Works. Copy for these goes to magazines and newspapers generally.

The Glen St. Mary Nursery Company, of Glen St. Mary, Pa., is placing contracts for the insertion of copy seventeen times in Texas weeklies. The McFarlan Publicity Service is handling the business.

Penick & Ford are placing contracts for 1,250 inches in seventy insertions through N. W. Ayer & Son in Texas publications.

The Paris Medical Company is placing 8,000 line contracts on the Pacific coast through the Nelson-Chesma Agency.

The Sterling Remedy Company, of Wheeling, W. Va., is making contracts direct for 5,000 inches in southern papers.

The Peruna Drug Company, of Columbus, Ohio, is making contracts through the Remington Agency, of Pittsburg, for 2,000 lines in middle western papers.

The Chicago, Rock Island and Pacific Rail Road Company is placing contracts for seventeen insertions of 213 lines each with southern weeklies through the Long-Critchfield Agency, Chicago.

The Victor Talking Machine Company is making contracts for 10,000 lines in Middle Western papers through the F. Wallis Armstrong Agency.

Direct contracts for 1,000 inches in Eastern papers are being made by the Father John Medical Company, of Lowell, Mass. The O'Keefe Agency is also placing contracts for this company in the Southwest.

The Foster Debevoise Agency, New York, is now handling all the business of the De Miracle Company, using newspapers and women's publications.

Newspaper orders are being sent out by the Munyon Homeopathic Remedies Company to all cities and towns where sampling work is being done for its products.

New accounts developed by Maclay & Mullaly Brothers, 25 Broad street, New York, are the Calumet & Montana advertising for F. K. Smart & Co., using newspapers, and the Jefferson Trust Company, of Oklahoma, using weeklies. This agency was recently formed by William T. Mullaly, formerly with the Bankers and Merchants Advertising Company, and Robert Maclay and Mandeville Mullaly. It has announced its intention to specialize on the development of bond accounts for general magazines.

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# The Work that Counts

There is no wasted energy, no lost motion in the work of the 'Varsity Crew. Perfect team work, co-operative effort and uniform action are strikingly exemplified.

The same principle of intelligent co-operation exists in telephone communication in its broadest application.

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One policy, broad and general, in which uniformity of method and co-operation are the underlying principles, results in universal service for nearly a hundred million people.

**AMERICAN TELEPHONE AND TELEGRAPH COMPANY  
AND ASSOCIATED COMPANIES**

*"One Policy, One System, Universal Service"*

Birthday  
Century Magazine

1870 November 1910

40

Come in - Come in !!